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JUNE 1963

CURRENT SERIAL RECORDS

CONSUMER PURCHASES OF

CITRUS

- Fruit
- Juices
- Drinks

AND OTHER PRODUCTS

CPFJ-143

U. S. DEPARTMENT OF AGRICULTURE
Economic Research Service in Cooperation
with the Florida Citrus Commission

PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, chilled orange juice, canned single-strength juices, citrus salads and sections, canned fruit drinks and fresh oranges and grapefruit. Beginning with January 1961, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 10,000 household consumers. This is an expansion of the sample of about 6,000 households that was used from 1954 through 1960.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of American consumer panel to a national total basis results in some overestimate of purchases of frozen orange concentrate and canned grapefruit juice, and some understatement of canned orange juice. Nevertheless, the data are considered reliable indicators of trends and of relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

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Based on data collected for the Florida Citrus Commission by the
Market Research Corporation of America

August 1963

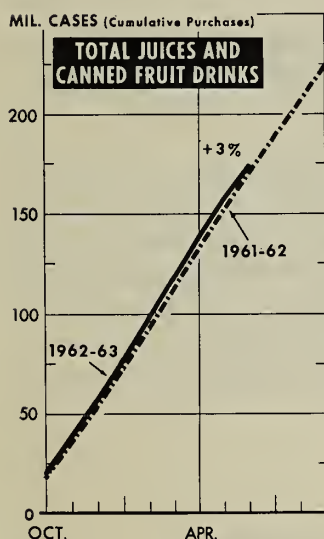
CONSUMER PURCHASES OF CITRUS FRUIT, JUICES, DRINKS, AND OTHER PRODUCTS JUNE 1963

By Clive E. Johnson
Marketing Economics Division
Economic Research Service

The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases made for hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28-days) to facilitate comparisons. Expenditures are computed from prices paid for the most prevalent size of container.

HIGHLIGHTS

About 17.5 million single-strength equivalent cases of frozen concentrated juices, canned single-strength juices, chilled orange juice, and canned single-strength fruit drinks were bought for household consumption in June 1963, a decrease of 7 percent from the quantity bought in June a year earlier. Retail prices advanced 19 percent to 5.1 cents per 6-ounce serving. Despite the decline in sales, consumer expenditures were up 10 percent to \$64.9 million.



The supply of orange and grapefruit products was substantially below levels of recent years as a result of severe freeze damage to citrus trees and crops in Florida where most of these products are produced. Retail sales of orange and grapefruit juices were down 40 percent, but prices were sharply higher, and expenditures were off only 5 percent.

Purchases of noncitrus juices and fruit drinks were up a fourth from a year earlier. Prices held about the same and expenditures also increased a fourth.

	Million Cases		Million Dollars	
	June		June	
	1963	1962	1963	1962
Citrus juices	5.5	9.2	27.1	28.4
Other juices	7.0	5.7	23.0	18.7
Fruit drinks	5.0	4.0	14.8	11.7
	17.5	18.9	64.9	58.8

Consumption of frozen orange concentrate was only about half as much as in June 1962. Nonetheless, it continued to be the most popular product. Despite 13-year-high prices, the amount spent for the product was off 9 percent.

Purchases of chilled orange juice were down 21 percent; canned orange juice, 23 percent; and canned grapefruit juice, 17 percent.

Retail movement of pineapple and tomato juices increased about 31 percent over a year earlier. Consumption of prune juice rose moderately. Sales of pineapple-grapefruit drink were up 19 percent, and orange drink, 35 percent.

Use of miscellaneous product groups also moved up: Canned juices, 9 percent; fruit drinks, 26 percent; and frozen concentrates, 35 percent. The share of market for these items rose from 24 to 31 percent.

October 1962-June 1963 cumulative purchases of juices and canned fruit drinks were 3 percent or 4.9 million cases above the corresponding 9 months of 1961-62. Frozen orange concentrate and canned grapefruit juice were the only products purchased in lesser volume.

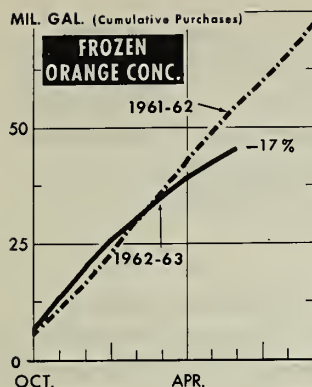
Cumulative expenditures for fruit beverages were up 7 percent or \$37 million. Gains were reported for all products, except frozen orange concentrate.

June purchases of canned grapefruit sections were off moderately from a year earlier. Retail sales of refrigerated citrus salads and sections were the lowest reported in the 9 months data are available. Purchases of fresh grapefruit dropped 22 percent, and oranges 35 percent from June 1960, when last reported. Prices were higher, however, and an increase in expenditures was reported for grapefruit, but less was spent for oranges.

FROZEN CONCENTRATED AND CHILLED JUICES

The Average Buyer Spends More for FOC, but Total Expenditures Decline

The downturn in retail movement of frozen concentrated orange juice and the upturn in prices continued in June. These trends reflected short supplies as a result of freezing weather in December. Production in 1962-63 was off 55 percent from the record level of 1961-62. And processors' inventories in 6 and 12 ounce cans (retail sizes) at the end of June were down 46 percent from



the high level of a year earlier to the low level of June 1958. ^{1/}

About 3.1 million gallons of frozen orange concentrate were purchased in June, the least since December 1951 when 2.6 million gallons were bought. June movement was down 47 percent -- 2.7 million gallons -- from a year earlier, 35 percent from the 1957-61 average for the month, and 9 percent from June 1958. ^{2/} (See tables 1 and 21 and figures 11-14.)

Only 19.2 percent of the Nation's families bought frozen orange concentrate compared with 28.4 percent in June 1962. Furthermore, the average size of purchase was down substantially to 6.2 cans -- 25 servings -- per buying family. That represented 2 of every 10 servings of fruit beverages used in the home, down from about 4 out of 10 in the preceding June.

Retail prices averaged 27.8 cents per 6-ounce can, up 71 percent from a year earlier, and 43 percent from the 1957-61 June average. The peak price for this 14-year series was 28 cents recorded in August 1949.

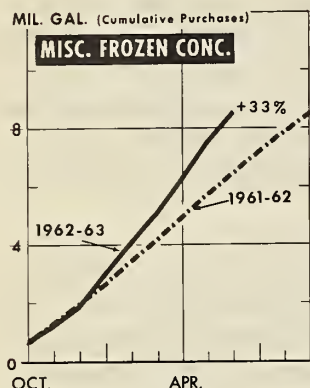
The upturn in the average expenditure per buying family continued. In contrast, family spending for competing products either held about the same or was down from May. The average buyer spent \$1.72 for the concentrate in June compared with \$1.35 in December and \$1.41 in June 1958. (See tables 18-20.) But, as fewer families bought, total consumer expenditures were down 9 percent from a year earlier to \$18.2 million. About \$16.9 million was spent in June 1958.

Cumulative purchases in the first 9 months of the reporting year beginning in October 1962 were off 17 percent -- 9.1 million gallons -- from the corresponding 9 months of 1961-62. (See figure in margin.) Prices averaged higher, however, and cumulative expenditures for the same period were down only 6 percent or \$12.7 million. On the other hand, during this time consumers increased their expenditures for competing juices and canned fruit drinks by \$49.7 million.

^{1/} Citrus crops also were damaged by freezes in the winter of 1957-58, but fruit and tree losses were not as severe as in 1962. See table 1A for comparisons of purchases with 1957-58.

^{2/} Monthly and cumulative purchase and expenditure data for all products are for 28-day periods to facilitate comparisons. Cases are the equivalent of 24 No. 2 cans...432 ounces per case, except 480 ounces for canned grapefruit sections. Expenditures are based on prices paid for size of can usually purchased as shown in table 21.

Use of Miscellaneous Frozen Concentrates Up a Third

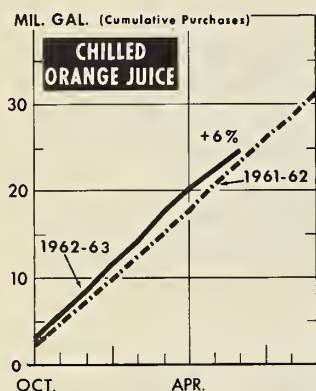


The May-June drop in use of miscellaneous frozen concentrates was sharper than usual. Even so, June purchases were 35 percent greater than a year earlier. This group of products includes frozen concentrated juices other than orange (such as grape, grapefruit, pineapple, and citrus and other blends) but excludes frozen concentrated fruit drinks. (See table 21.)

The June movement was a continuation of the heavy sales begun in January, and cumulative October-June purchases were 33 percent (2.1 million gallons) above the like period of 1961-62.

Retail prices averaged 20.3 cents per 6-ounce can, 1 to 3 cents above levels of the preceding 2 years. June expenditures were up 51 percent (\$1.4 million) from the preceding June, the greatest relative gain reported.

Chilled Orange Juice Sales Slowing



Fewer buyers, less frequent use, and higher prices characterized the household market for chilled orange juice in June.

The proportion of families buying was down from 6.2 to 5.4 percent, the lowest reported since 1961. Moreover, consumption among this smaller group declined 11 percent to only 3 quarts -- 16 servings -- per buying family, the lowest recorded in this series begun in 1956. June purchases, consequently, were off 21 percent or 0.6 million gallons from a year earlier. (See figures 2 and 11-14.)

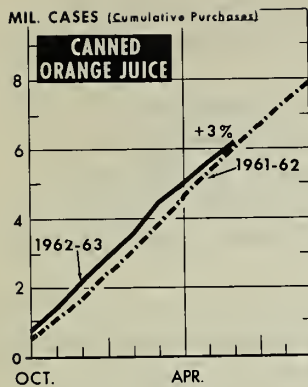
Retail prices advanced 37 percent over the low year-earlier average to a new high of 46.6 cents per quart to continue the uptrend that has prevailed since December. Despite smaller purchases, the average expenditure of \$1.41 per buying family was 24 percent greater than a year earlier. (See tables 18-20.)

Total expenditures of all consumers were up 8 percent from a year earlier and 19 percent from the June 1957-61 average. October-June cumulative expenditures were up 13 percent from 1961-62 compared with a gain of 6 percent (1.4 million gallons) in the volume of purchases.

CANNED SINGLE-STRENGTH JUICES

Movement of Canned Orange Juice Falling Toward Low Mark

Household use of canned orange juice in June was off 23 percent -- 167,000 cases -- from a year earlier and 30



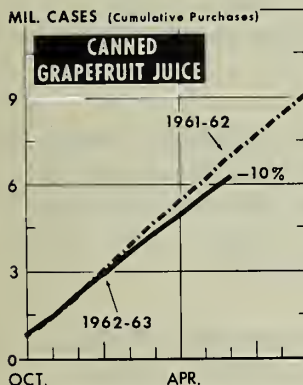
percent from the 1957-61 average for the month. The quantity purchased was only slightly greater than the record low in this 14-year series of 550,000 cases in August 1961. (See figures 3 and 11-14.)

The 5.1 percent of families that bought in June represented the fewest users reported for the product. Further, the average purchase of 1.9 cans per buying family was among the smallest recorded.

Retail prices rose to a new high of 46.8 cents per 46-ounce can, up 30 percent from the below-average price of the preceding June. The average buyer spent 88 cents for the product, an increase of 16 percent in comparison with June 1962. But as relatively few bought, the total amount spent by all consumers held the same.

Cumulative sales October-June remained 3 percent -- 160,000 cases -- above the same 9 months of 1961-62. Cumulative expenditures for the period were up about 4 percent.

Sales of Grapefruit Juice Increase Over May



Canned grapefruit juice was the only individually reported product bought in greater quantity than in May. Even so, retail sales were down 17 percent -- 131,000 cases -- from 12 months earlier. (See figures 4 and 11-14.)

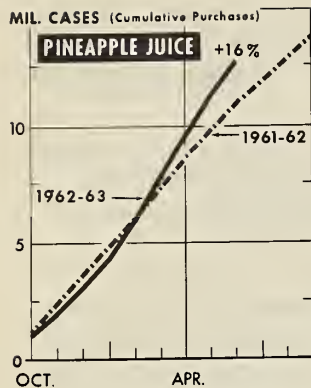
Most of the decline from the preceding June was a result of a smaller size of purchase, which at 2.1 cans -- 16 servings -- per buying family was well below levels that prevailed in the past 2 years.

Retail prices rose to a 13-year high of 36.7 cents per 46-ounce can. Despite the decline in purchases, the average expenditure per buying family (76 cents) was up 17 percent from a year earlier, and total June expenditures were up 14 percent. (See tables 18-20.)

Retail movement has been slow in most months of the current season, and October-June cumulative purchases were 10 percent (0.7 million cases) below the like period of 1961-62. Nevertheless, as prices were higher, the total consumer outlay was a little greater.

Use of Pineapple Juice Continues Heavy

Although the seasonal decline in use of pineapple juice was greater than usual, June purchases still were 31 percent -- 342,000 cases -- above a year earlier and 35 percent above the 1957-61 average for the month. The share of market (8.2 percent) remained more than 2 points above the year-earlier proportion. (See figures 5 and 11-14.)

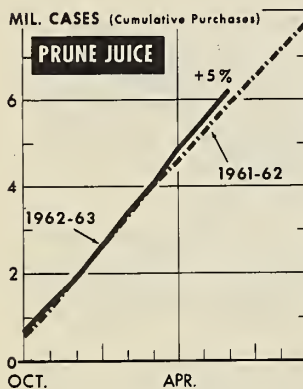


The heavy June movement reflected a gain of 2 percentage points in proportion of families buying, augmented by a moderate increase in the average size of purchase.

Retail prices (28.8 cents per 46-ounce can) remained below the 1957-61 June average despite some advance over both the preceding month and a year earlier. Family expenditures (66 cents) were 8 percent higher than in June 1962 and the total amount spent by all consumers was up 35 percent.

October-June cumulative purchases were 16 percent or 1.8 million cases above the corresponding period of 1961-62. (See figure in margin.) Cumulative expenditures increased 19 percent or \$5.5 million. These gains occurred in 1963, as prefreeze purchases and expenditures were well below those in October-December 1962.

Prune Juice Sales Up Moderately



About 7.1 percent of the Nation's families bought prune juice in June, up from 6.5 percent a year earlier. This gain more than offset a decline of about 1 serving in the average size of purchase; hence, retail movement in June was up about 4 percent -- 28,000 cases -- from a year earlier and 10 percent from the 1957-61 average for the month. (See figures 6 and 11-14.)

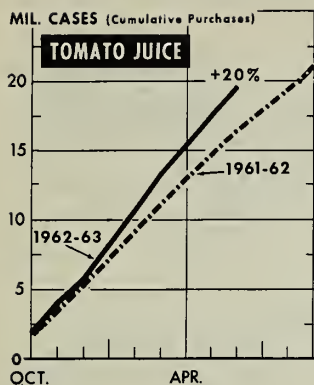
Retail prices at 42.4 cents per quart were slightly lower than in June 1962. Buying family expenditures averaged 96 cents -- less than spent in most months of the preceding 2 years. Nonetheless, since more families bought, the total amount spent was about the same as a year earlier.

Purchases were comparatively heavy in most months of the current reporting year, to bring the October-June cumulative total 5 percent (316,000 cases) above the same period of 1961-62. (See figure in margin.) Prices were lower, however, and cumulative expenditures were up only 2 percent.

Strong Market for Tomato Juice

June purchases of tomato juice held rather close to the May volume, in contrast to sharp drops in the preceding 2 years. As a result, June movement was up 32 percent (500,000 cases) from a year earlier and the heaviest reported for the month since this series began in 1949. (See figures 7 and 11-14.)

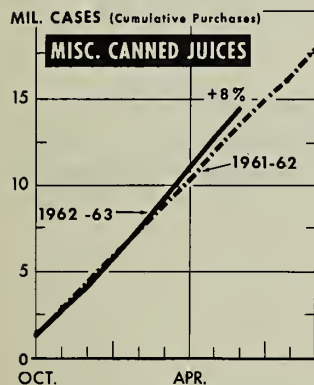
The gain over 12 months earlier resulted from a larger size of purchase, together with an increase in the number of buyers, from 13.9 to 16.4 percent of the Nation's families.



Retail prices averaged 26.3 cents per 46-ounce can, down 8 percent from a year earlier and 6 percent from the 1957-61 average for the month. A 6-ounce serving cost 3.4 cents, 8 to 61 percent below the cost of competing products. (See tables 18-20.)

The average buyer allocated 56 cents for the purchase of tomato juice, almost the same as a year earlier. More families bought, however, and total expenditures were up 22 percent. October-June cumulative expenditures rose 14 percent over the same period of 1961-62 compared with a gain of 20 percent -- 3.2 million cases -- in the volume of purchases.

Miscellaneous Juice Sales Up 9 Percent



Miscellaneous canned juices such as apple, grape, tangerine, and citrus and other blends were served in about 20 percent of the Nation's homes in June compared with 19 percent a year earlier. The average size of purchase, 1.5 cans or 11 servings, also was larger. Consequently, total retail sales increased 9 percent (137,000 cases) to bring the share of market up to a new high of 9.5 percent. (See table 11 and figures 11-14.)

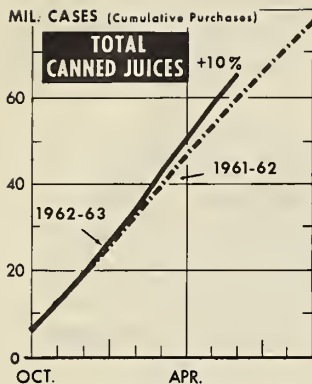
Movement of these products became relatively heavy beginning in January, and October-June cumulative purchases were 8 percent or 1 million cases above the like period of 1961-62.

Prices paid were up 8 percent to 38 cents per 46-ounce can or 5 cents per 6-ounce serving. These products were among the more expensive, but the size of purchase was small and the average expenditure of 55 cents per buying family was the lowest reported. In total, consumers spent \$6 million for miscellaneous juices, 18 percent or \$0.9 million more than in the preceding June.

Canned Juices Account for 4 of 10 Servings of Fruit Beverages Used in Homes

More buyers and a larger size of purchase than a year earlier raised the use of canned single-strength juices 11 percent -- 700,000 cases -- in June. The heavy losses reported for grapefruit and orange juices were more than offset by greater use of other products, especially pineapple and tomato juices. (See tables 13 and 21 and figures 11-14.)

As a result of the gain, coupled with the decline in use of frozen orange concentrate, canned juices accounted for 4 of every 10 servings of juices and canned fruit drinks



bought for home use in June. A year earlier, they represented about 3 of every 10 servings.

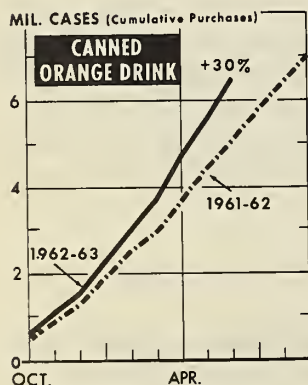
About 44 percent of the Nation's families bought in June, up from 42 percent a year earlier. Further, the size of purchase increased one serving per buying family. In comparison, consumption of canned fruit drinks increased 1.3 servings, while use of frozen orange concentrate decreased 7 servings.

Prices paid for canned juices were up moderately to 35.4 cents per 46-ounce can or 4.6 cents per 6-ounce serving. As both purchases and prices were up, the average expenditure per buying family rose 10 percent to 98 cents. Altogether, consumers spent \$23.5 million for canned juices, an increase of 15 percent over a year earlier. That amount represented 36.2 percent of the consumer juice-and-fruit-drink dollar, compared with 34.6 percent in June 1962.

Heavy use of canned juices in recent months lifted the October-June cumulative total 5.8 million cases or 11 percent above the like period of 1961-62. Cumulative expenditures were up 9 percent.

CANNED SINGLE-STRENGTH FRUIT DRINKS

Orange Drink Movement at New June High



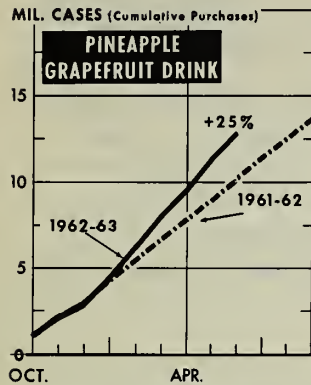
A substantial increase in the number of buyers in June brought about record consumption of orange drink for the month. The volume of purchases was 35 percent above a year earlier and 48 percent above the 1957-61 June average. (See figures 8 and 11-14.)

About 6.3 percent of families bought compared with only 4.6 percent in June 1962. However, part of that gain was offset by a decline in the size of purchase to 2.4 cans -- 18 servings -- the smallest reported in 2 years.

Prices paid were steady at 30.4 cents per 46-ounce can. Hence, consumer expenditures, like purchases, were up 35 percent.

The household market has been strong throughout the year, and October-June consumption was 30 percent or 1.5 million cases above the like period of 1961-62. Cumulative expenditures for the same months were up 25 percent. Consumers spent more in June for orange drink than for canned orange juice, the reverse of the pattern that prevailed prior to March.

Sales of Pineapple-Grapefruit Drink Also Peak in June



June consumption of pineapple-grapefruit drink dropped rather sharply from May. Even so, purchases were 19 percent -- 236,000 cases -- greater than a year earlier and the most recorded for the month in this 6-year series. (See figures 9 and 11-14.)

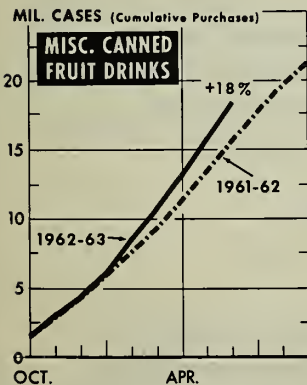
About 9.5 percent of housewives bought compared with only 7.6 percent in June 1962. However, as for orange drink, part of that gain was offset by a decrease in the average size of purchase. Nonetheless, consumption averaged 20 servings per buying family, second only to frozen orange concentrate.

Retail prices were up 1.8 cents from the preceding June to 28.2 cents per 46-ounce can, the highest for more than a year. A 6-ounce serving cost 3.7 cents -- only tomato juice was less expensive.

The average buyer spent 75 cents for the product, the same as a year earlier. But with more families buying, the total consumer outlay was up 27 percent.

October-June purchases totaled 25 percent (2.6 million cases) above the same months a year earlier. Cumulative expenditures also were up 25 percent. These gains developed after the freeze, as prior to that time both purchases and expenditures were below 1961-62 levels.

Miscellaneous Fruit Drinks Bought in Record Quantity



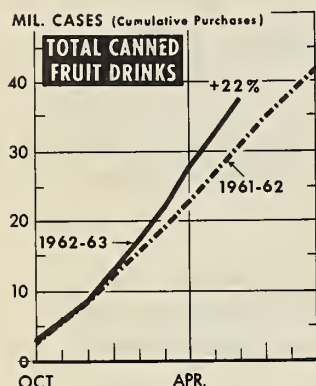
A record number of families consumed a record quantity of miscellaneous canned fruit drinks in June. This product group includes noncarbonated, nonfrozen fruit ades, punches, and drinks other than orange and pineapple-grapefruit. They accounted for 15 percent of all juices and fruit drinks used in the home compared with 11 percent a year earlier. (See tables 12 and 21 and figures 11-14.)

About 18 percent of the Nation's families bought against less than 15 percent in the preceding June. In addition, the size of purchase increased slightly to 2.6 or 20 servings. Hence, the total volume of purchases was up 26 percent or 550,000 cases, the greatest gain in volume reported.

Retail prices were down slightly to 33.3 cents per 46-ounce can. Nevertheless, consumer expenditures rose 24 percent over a year earlier to \$8.4 million to approach the amount spent for chilled and canned orange juices and canned grapefruit juice. (See tables 18-20.)

October-June cumulative purchases were up 18 percent or 2.9 million cases from the same period of 1961-62. Cumulative expenditures were up 16 percent.

Fruit Drinks Up to 3 of 10 Servings of Fruit Beverages Used by Families



Purchases of canned fruit drinks totaled 5 million cases, a gain of 25 percent or 1 million cases over the same month of 1962. These products accounted for about 3 of every 10 servings of juices and fruit drinks bought for home use in June. A year earlier they represented 2 of every 10 servings bought. (See tables 14 and 21 and figures 11-14.)

The number of buyers increased from 22.5 to 26.4 percent of the Nation's families. Moreover, the size of purchase was up moderately, averaging 3.2 cans or 25 servings per buying family. In comparison, consumption of frozen orange concentrate also averaged 25 servings and canned single-strength juices 21 servings.

Prices paid for canned fruit drinks were up slightly from the preceding June to 31.3 cents per 46-ounce can. And the average family expenditure rose moderately to \$1.02. Thus, the total expenditure for these products was up substantially to account for 23 percent of the consumer budget for all juices and fruit drinks.

Use of fruit drinks has been heavy throughout the current reporting year. Cumulative movement, October-June, is 22 percent or 7 million cases above the same period of 1961-62. (See figure in margin.)

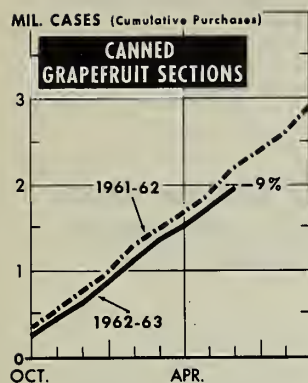
October-June expenditures were 20 percent or \$18.4 million above the same 9 months of 1961-62. In comparison, cumulative expenditures for canned single-strength juices increased \$17.7 million while those for frozen orange concentrate were down \$12.7 million. (See tables 18-20.)

CANNED AND REFRIGERATED CITRUS SALADS AND SECTIONS

Canned Grapefruit Sections Sales Slow, But Expenditures Rise

Short supplies, higher prices, and increased revenues described the situation for canned grapefruit sections in June. Production in 1962-63 was down 38 percent from the preceding season and processors' inventories at the end of June were less than half as great as a year or 2 years earlier.

Retail movement was off 4 percent, 10,000 cases, from the preceding June and 13 percent from the 1957-61 average for the month. The decline was a result of a reduction



in the size of purchase to 3.2 cans, about the smallest recorded in the 7 years data are available. Part of the loss, however, was offset by an increase in the number of buyers, from 3.6 to 3.9 percent of the Nation's families. (See figures 10-14.)

The upturn in prices, which began in January, continued in June. Prices averaged 24.5 cents per No. 303 can, up 20 percent from both June and December 1962, as well as from 1957-61 average for the month.

Despite the decline in purchases, the buying family expenditure of 78 cents was as much as 20 percent above levels that prevailed during the preceding year.

The total consumer outlay in June was up 14 percent to bring the October-June cumulative amount even with the corresponding period of 1961-62. This gain occurred despite a drop of 9 percent (187,000 cases) in the volume of purchases. (See figure in margin.)

Use of Refrigerated Salads and Sections Down Sharply

Household consumers bought 170,000 gallons of refrigerated citrus salads and sections in June, down 32 percent from May and 45 percent from October, when these products were first reported. (See table 15.)

Only 1 percent of families bought in June compared with 1.4 to 2.0 percent in preceding months. However, the average purchase of 44 ounces per buying family was larger than in May.

Orange and grapefruit sections accounted for 59 percent of the total movement. Prices of these products averaged 77.2 cents per quart, up 21 percent from October.

All other citrus salads and sections accounted for most of the balance. Prices of this type of product advanced 25 percent over October to 77.3 cents per quart. Consumers also purchased a small quantity of chilled grapefruit sections. (See table 15.)

FRESH ORANGES AND GRAPEFRUIT

Retail Movement of Oranges Off a Third from June 1960

Purchases of fresh oranges were down 35 percent from June 1960, the last comparable month data are available on consumer use of fresh citrus. The decline resulted from fewer buyers and a smaller size of purchase. Consumption averaged about 17 oranges among the 17 percent of families buying.

Three years earlier, 21 oranges on the average were eaten by 24 percent of the Nation's families. (See table 16.)

Prices averaged 68.6 cents per dozen, the lowest since January. Nonetheless, the June price was 27 percent above 3 years earlier.

The average buyer spent \$1 for oranges, up from 94 cents. However, because fewer families bought, the total amount spent in June was off 17 percent or \$2 million. (See tables 18-20.)

Consumption has been slow throughout the reporting year; cumulative October-June purchases were 39 percent below the corresponding 9 months of 1959-60. Cumulative expenditures were off 21 percent or \$33.7 million.

Grapefruit Sales Down 22 Percent

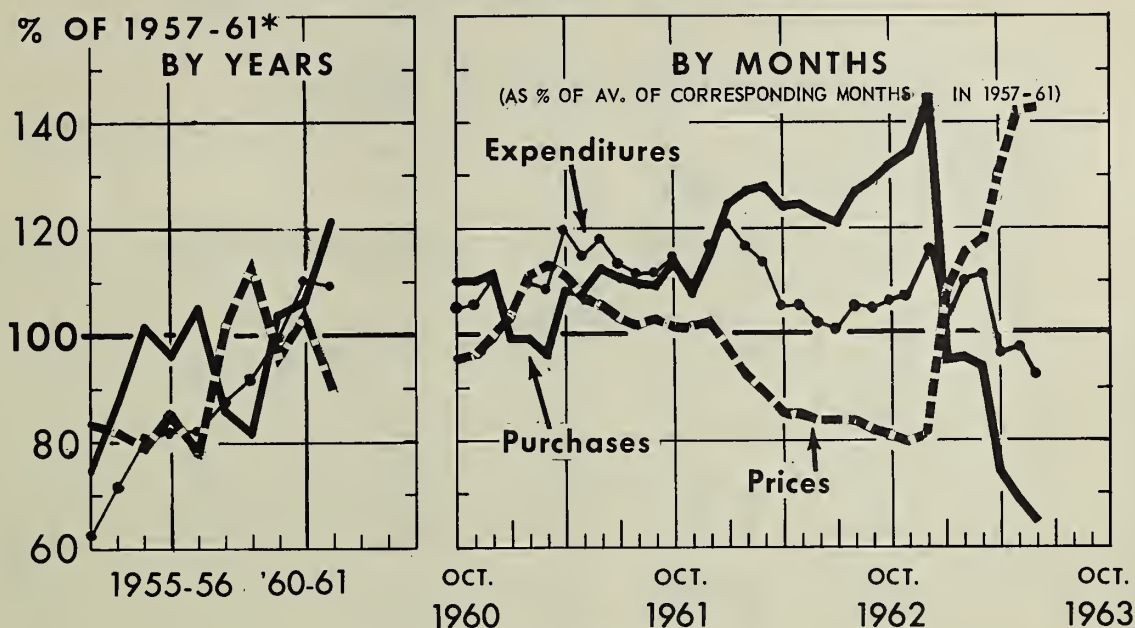
Fresh grapefruit, like oranges, were bought by fewer families than in June 1960 and the size of purchase also was smaller. Retail sales were down 22 percent, with consumption averaging only 7 grapefruit among the 9 percent of families buying. Purchases 3 years earlier averaged about 8 grapefruit with 11 percent of families buying. (See table 17.)

Prices paid were up 41 percent to \$1.64 per dozen. In contrast to the June drop in orange prices, grapefruit were up to a new high for this series, which (except for 1960-62) covers a 14-year period.

As a result of higher prices, consumer expenditures in June were 9 percent greater than 3 years earlier. Nevertheless, the October-June cumulative total remained 4 percent -- \$3.1 million -- below the corresponding period of 1959-60. Cumulative purchases were down 19 percent.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 1

NEG. ERS 1741

ECONOMIC RESEARCH SERVICE

Table 1.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase by buying family, and average prices paid, October 1961 to date, with comparisons

Period <u>1/</u>	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 6-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 gals.	1,000 gals.	1,000 gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	6,719	5,784	5,111	31.5	29.8	50	46	15.9	19.9	19.7
Nov.	6,669	5,342	4,970	31.3	28.2	50	45	15.9	20.2	19.9
Dec.	7,215	5,728	4,996	32.7	29.8	52	46	15.7	19.9	19.6
Oct.-Dec.	20,603	16,854	15,077							
Jan.	5,066	6,584	5,312	28.2	31.3	42	50	21.3	19.0	19.6
Feb.	4,983	6,582	5,207	28.5	31.5	41	50	22.6	18.0	19.6
Mar.	4,855	6,587	5,172	28.2	31.1	40	50	23.2	17.4	19.6
Jan.-Mar.	14,904	19,753	15,691							
Apr.	3,801	6,363	5,147	23.2	30.6	38	49	25.4	16.4	19.3
May	3,393	6,123	4,941	21.7	29.5	36	49	27.5	16.4	19.3
June	3,069	5,776	4,740	19.2	28.4	37	48	27.8	16.3	19.5
Apr.-June	10,263	18,262	14,828							
July		5,543	4,601		27.2		48		16.4	19.6
Aug.		5,779	4,580		28.7		47		16.5	19.8
Sep.		6,562	5,111		31.3		49		16.0	19.6
July-Sept.		17,884	14,292							
Season		72,753	59,888						17.7	19.6

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

Table 1A.--FROZEN ORANGE CONCENTRATE IN FREEZE YEARS
Consumer purchases and expenditures, percentage of families buying, and average prices paid,
1962-63 compared with 1957-58 ^{1/}

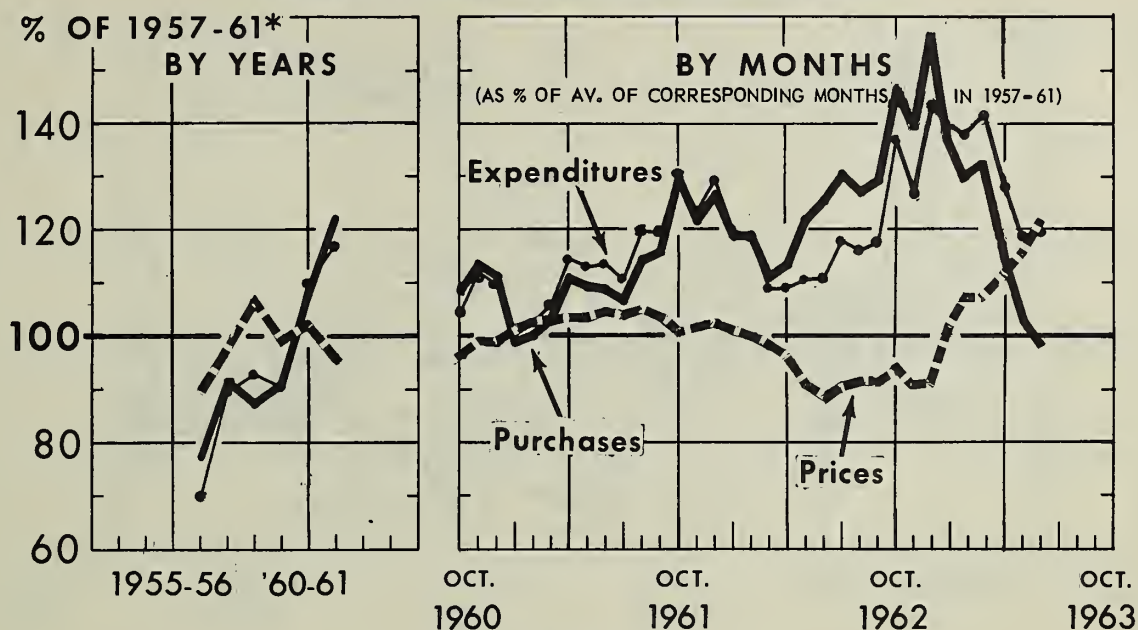
Period 2/	Total Purchases			Proportion of families buying			Purchases per buying family:			Prices paid per 6-ounce can			Expenditures		
	1962-1963	1957-1958	Change from 1957-1958	1962-1963	1957-1958	Difference from 1957-1958	Oz.	Oz.	Cents	Cents	Pct.	Dols.	Dols.	Pct.	Change from 1957-1958
	gal.	gal.	Pct.	Pct.	Pct.	Pct. points									
October	1,000	1,000											1,000	1,000	
November	6,719	5,851	+14.8	31.5	30.9	+ .6	50	49	15.9	15.2	+ 4.6	1.32	1.24	+ 6.5	+20.1
December	6,669	5,770	+15.6	31.3	31.2	+ .1	50	46	15.9	15.4	+ 3.2	1.32	1.18	+11.9	+19.3
Oct.-Dec.	7,215	5,288	+36.4	32.7	29.3	+3.4	52	45	15.7	15.9	- 1.3	1.35	1.19	+13.4	+34.7
	20,603	16,909	+21.8	---	---	---	---	---	---	---	---	---	---	---	+24.5
January	5,066	4,626	+ 9.5	28.2	27.9	+ .3	42	42	21.3	18.9	+12.7	1.49	1.34	+11.2	+23.4
February	4,983	4,423	+12.7	28.5	28.0	+ .5	41	41	22.6	20.3	+11.3	1.53	1.38	+10.9	+25.4
March	4,855	4,360	+11.4	28.2	26.7	+1.5	40	41	23.2	21.2	+ 9.4	1.55	1.45	+ 6.9	+21.9
Jan.-Mar.	14,904	13,409	+11.1	---	---	---	---	---	---	---	---	---	---	---	+23.6
Oct.-Mar.	35,507	30,318	+17.1	---	---	---	---	---	---	---	---	---	---	---	+24.0
April	3,801	3,992	- 4.8	23.2	25.2	-2.0	38	40	25.4	22.2	+14.4	1.61	1.47	+ 9.5	+ 8.9
May	3,393	3,915	-13.3	21.7	24.2	-2.5	36	42	27.5	22.5	+22.2	1.66	1.56	+ 6.4	+ 5.9
June	3,069	3,320	- 7.6	19.2	23.5	-4.3	37	35	27.8	23.9	+16.3	1.72	1.41	+22.0	+ 7.5
Apr.-June	10,263	11,227	- 8.6	---	---	---	---	---	---	---	---	---	---	---	+ 7.5
Oct.-June	45,770	41,545	+10.2	---	---	---	---	---	---	---	---	---	---	---	+18.7
July		3,284			22.9		36		24.2				1.46		16,954
August		3,267			23.0		36		24.6				1.46		17,145
September		3,490			24.0		36		24.7				1.50		18,390
July-Sept.		10,041													52,489
Year		51,586							20.0						220,505

^{1/} Citrus crops were damaged by freezing weather in December 1957, and December 1962. Tree and fruit losses were greater in 1962.

^{2/} Data are for 4-week (28-day) periods to facilitate comparisons.

CHILLED ORANGE JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 2

NEG. ERS 1742

ECONOMIC RESEARCH SERVICE

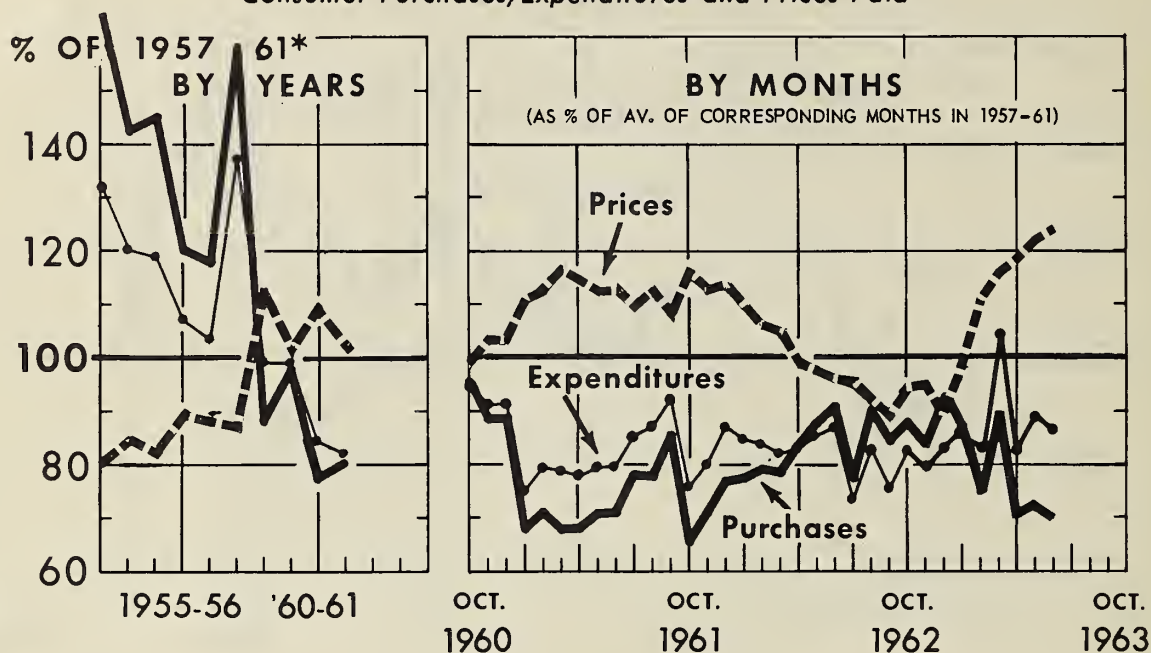
Table 2.--CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	gals.	gals.	gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	2,849	2,521	1,950	6.0	5.0	112	119	37.1	39.9	39.7
Nov.	2,811	2,448	2,017	6.2	5.1	107	114	36.4	40.8	40.2
Dec.	3,002	2,410	1,911	6.3	5.1	111	111	36.3	40.9	40.0
Oct.-Dec.	8,662	7,379	5,878							
Jan.	2,884	2,489	2,098	6.4	5.7	105	104	39.8	39.4	39.1
Feb.	2,948	2,713	2,288	6.5	6.0	105	106	41.6	38.6	38.7
Mar.	2,997	2,511	2,267	6.4	5.6	109	107	42.4	38.8	39.6
Jan.-Mar.	8,829	7,713	6,653							
Apr.	2,555	2,532	2,239	5.6	5.8	106	103	44.1	37.8	39.3
May	2,393	2,840	2,339	5.5	6.3	100	106	44.9	35.1	38.7
June	2,249	2,863	2,291	5.4	6.2	97	108	46.6	33.9	38.3
Apr.-June	7,197	8,235	6,869							
July		2,681	2,064		6.2		101		35.4	39.1
Aug.		2,408	1,901		5.6		100		36.2	39.6
Sep.		2,544	1,974		5.9		102		36.1	39.6
July-Sept.		7,633	5,939							
Season		30,960	25,339						37.7	39.3

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons.

CANNED SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 3

NEG. ERS 1743

ECONOMIC RESEARCH SERVICE

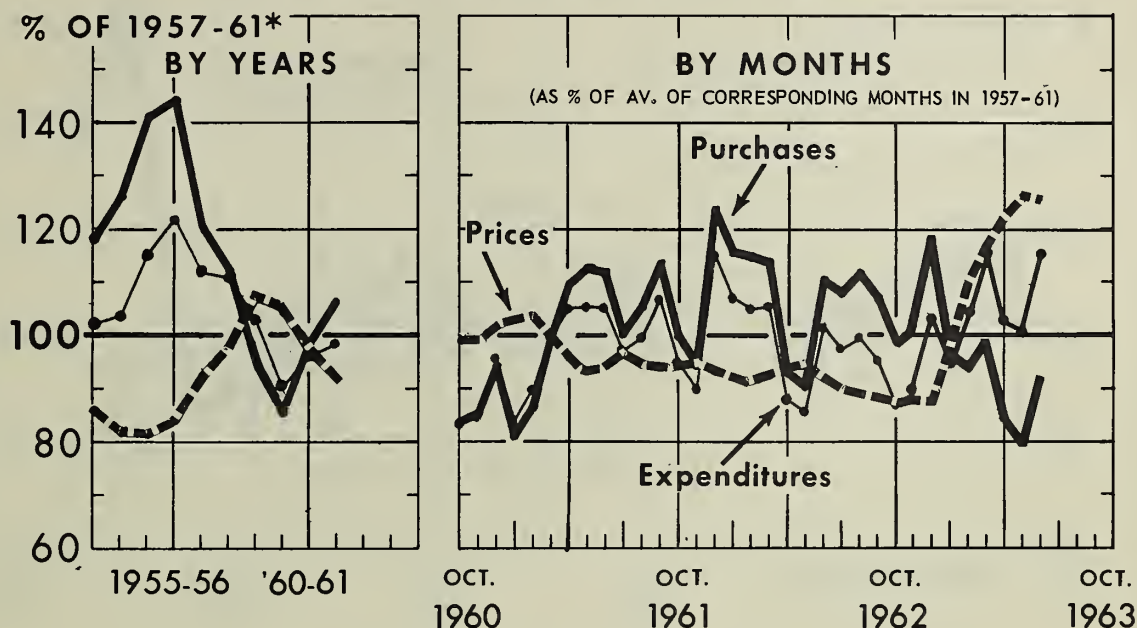
Table 3.--CANNED SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	749	559	852	6.3	5.1	94	88	35.5	43.6	37.8
Nov.	677	574	808	5.9	5.3	90	88	35.8	42.4	37.7
Dec.	699	579	754	6.0	5.2	92	89	34.0	43.1	38.1
Oct.-Dec.	2,125	1,712	2,414							
Jan.	779	690	892	6.6	6.3	93	87	36.5	40.5	37.0
Feb.	680	719	909	6.7	6.2	80	92	41.8	39.7	37.5
Mar.	823	718	915	6.9	5.9	94	97	43.5	39.2	37.5
Jan.-Mar.	2,282	2,127	2,716							
Apr.	618	736	881	5.7	5.8	85	101	44.9	37.5	37.8
May	611	734	838	5.3	6.0	90	97	46.4	36.9	37.9
June	564	731	806	5.1	6.0	86	96	46.8	36.1	37.7
Apr.-June	1,793	2,201	2,525							
July		592	764		5.1		91		36.5	38.5
Aug.		638	708		5.6		90		35.8	39.0
Sep.		599	709		5.3		89		35.7	39.9
July-Sept.		1,829	2,181							
Season		7,869	9,836						38.9	38.0

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounce per case.

CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 4

NEG. ERS 1744

ECONOMIC RESEARCH SERVICE

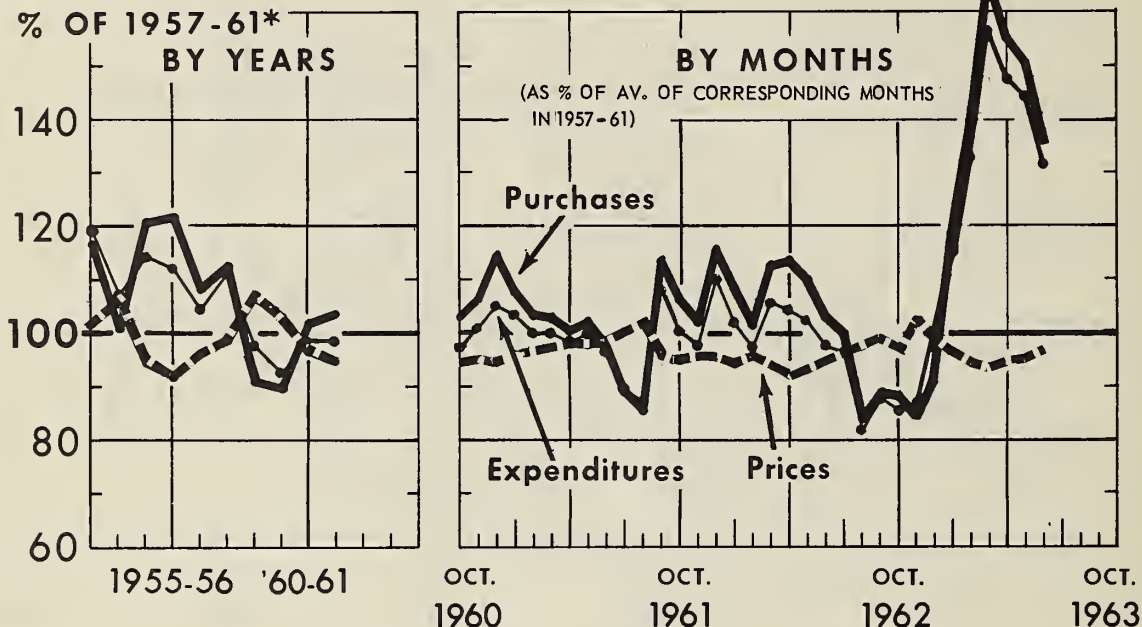
Table 4.--CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	765	774	772	5.8	5.7	104	108	26.6	28.7	30.3
Nov.	697	647	683	5.4	5.1	103	101	27.0	29.2	30.7
Dec.	765	796	643	5.4	5.7	111	113	26.4	28.4	30.4
Oct.-Dec.	2,227	2,217	2,098							
Jan.	726	876	755	5.8	6.3	98	110	29.6	27.8	30.1
Feb.	674	823	715	5.7	5.9	93	111	33.5	27.8	30.4
Mar.	728	841	738	5.9	5.9	98	114	35.3	27.9	30.1
Jan.-Mar.	2,128	2,540	2,208							
Apr.	668	740	793	5.2	5.4	100	109	35.7	27.5	29.1
May	621	708	781	5.0	4.8	98	118	36.5	27.3	28.9
June	659	790	714	5.4	5.6	96	111	36.7	26.9	29.2
Apr.-June	1,948	2,238	2,288							
July		685	632		4.9		111		27.3	30.3
Aug.		764	683		5.3		114		26.7	29.9
Sep.		712	663		5.2		108		26.9	30.3
July-Sept.		2,161	1,978							
Season		9,156	8,572						27.7	30.0

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

CANNED SINGLE-STRENGTH PINEAPPLE JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 5

NEG. ERS 1745

ECONOMIC RESEARCH SERVICE

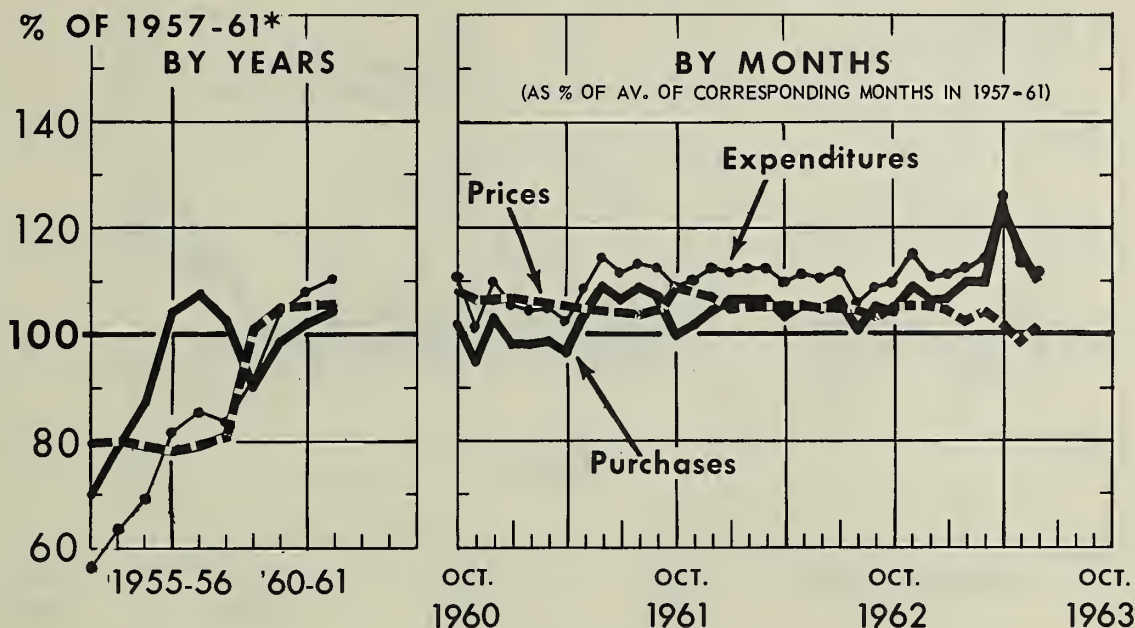
Table 5.--CANNED SINGLE-STRENGTH PINEAPPLE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,038	1,251	1,178	8.3	9.0	98	111	28.3	27.6	29.2
Nov.	950	1,158	1,135	7.9	9.5	94	98	30.0	27.9	29.2
Dec.	1,015	1,275	1,106	8.1	10.1	99	101	29.5	28.3	29.7
Oct.-Dec.	3,003	3,684	3,419							
Jan.	1,385	1,262	1,165	10.9	10.1	100	100	28.6	27.7	29.5
Feb.	1,635	1,182	1,164	11.8	10.2	109	92	28.1	28.4	29.7
Mar.	1,929	1,301	1,156	13.0	10.2	117	102	28.0	28.0	29.8
Jan.-Mar.	4,949	3,745	3,485							
Apr.	1,721	1,257	1,108	11.6	10.1	116	98	28.4	27.4	29.8
May	1,689	1,234	1,123	11.5	9.7	115	101	28.1	27.3	29.4
June	1,434	1,092	1,061	10.7	8.6	105	101	28.8	28.0	29.6
Apr.-June	4,844	3,583	3,292							
July		1,020	1,023		8.0		101		28.9	30.0
Aug.		875	1,042		7.5		92		28.8	29.6
Sep.		957	1,079		7.6		99		28.8	29.1
July-Sept.		2,852	3,144							
Season		13,864	13,340						28.0	29.5

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

PRUNE JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 6

NEG. ERS 1746

ECONOMIC RESEARCH SERVICE

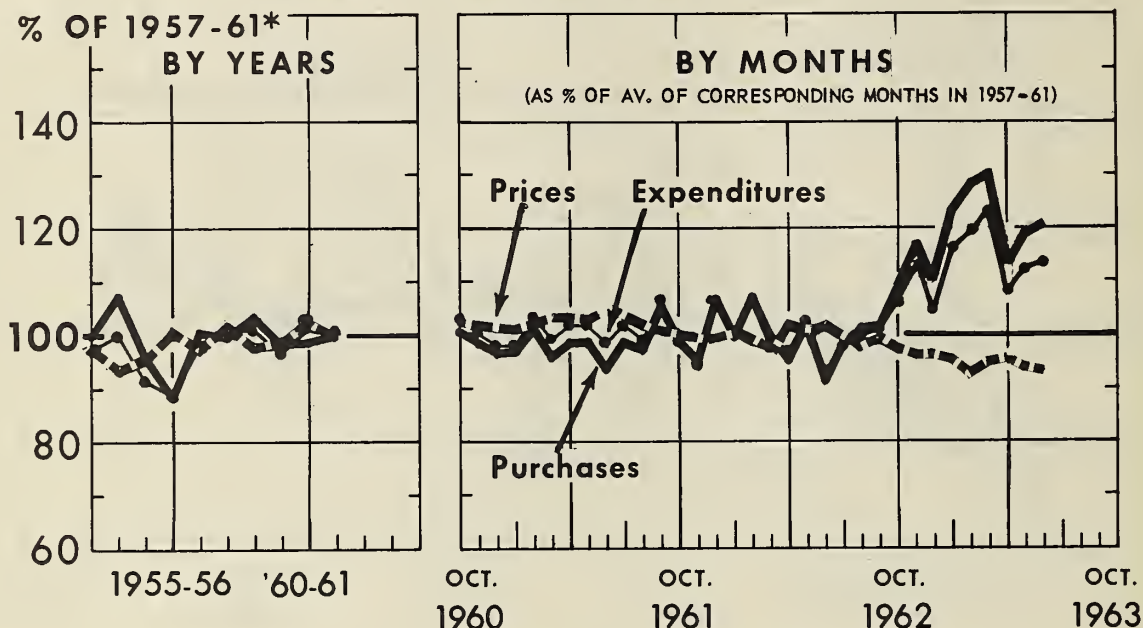
Table 6.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	660	634	632	6.9	6.5	76	78	42.1	43.5	39.9
Nov.	652	611	598	6.9	6.3	75	78	42.5	43.8	40.5
Dec.	636	628	599	6.3	6.7	80	75	42.8	43.9	40.8
Oct.-Dec.	1,948	1,873	1,829							
Jan.	693	697	652	7.1	7.0	77	80	42.7	42.9	40.9
Feb.	716	699	653	7.7	7.6	74	73	42.4	43.6	41.4
Mar.	719	700	654	7.8	7.5	73	74	43.2	43.7	41.5
Jan.-Mar.	2,128	2,096	1,959							
Apr.	749	625	602	8.1	7.0	73	70	42.3	44.2	41.7
May	700	643	607	7.4	6.7	74	76	41.2	44.1	41.8
June	659	631	600	7.1	6.5	72	76	42.4	43.9	41.7
Apr.-June	2,108	1,899	1,809							
July		610	571		6.2		78		43.8	41.7
Aug.		576	569		6.1		75		43.6	41.6
Sep.		636	602		6.4		79		43.1	41.7
July-Sept.		1,822	1,742							
Season		7,690	7,339						43.7	41.3

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

TOMATO JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 7

NEG. ERS 1747

ECONOMIC RESEARCH SERVICE

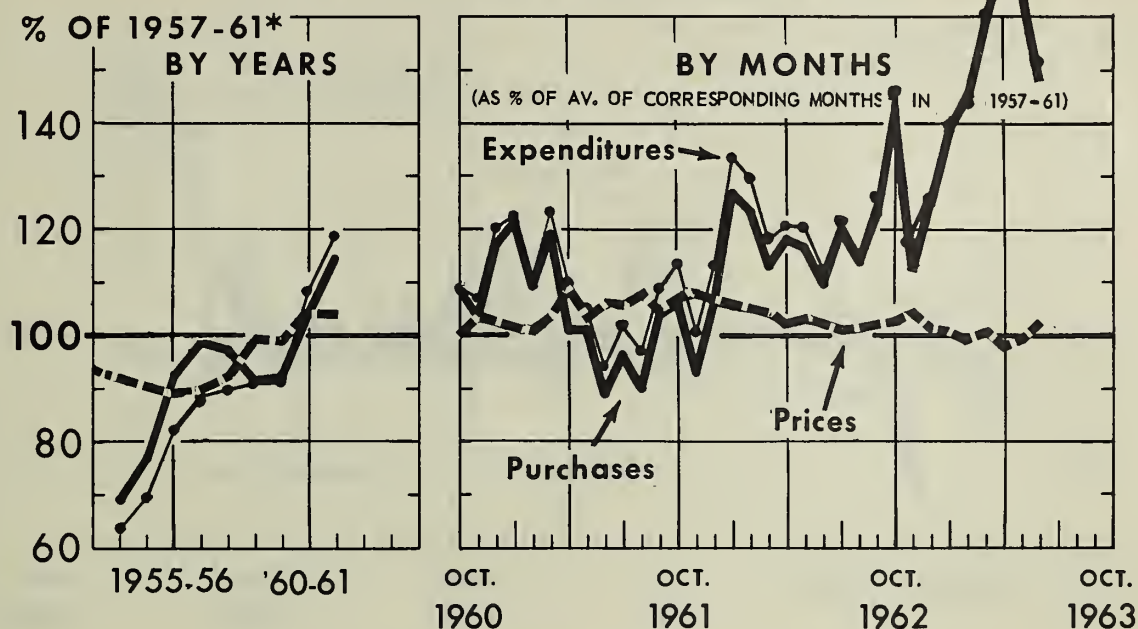
Table 7.--TOMATO JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,973	1,780	1,800	15.8	14.8	99	97	26.4	27.1	27.1
Nov.	2,174	1,766	1,854	16.5	15.4	104	92	26.3	27.3	27.4
Dec.	1,795	1,744	1,632	15.1	15.3	94	92	26.9	28.0	28.1
Oct.-Dec.	5,942	5,290	5,286							
Jan.	2,379	1,926	1,926	19.0	16.7	98	92	26.5	28.3	28.1
Feb.	2,482	2,072	1,931	18.8	17.2	104	96	26.0	27.8	28.1
Mar.	2,501	1,930	1,930	18.7	16.5	105	94	26.3	27.0	27.6
Jan.-Mar.	7,362	5,928	5,787							
Apr.	2,129	1,797	1,879	17.2	15.4	97	92	26.6	28.2	27.7
May	2,139	1,832	1,791	17.1	15.4	98	94	26.0	27.8	27.6
June	2,056	1,561	1,700	16.4	13.9	99	89	26.3	28.5	28.0
Apr.-June	6,324	5,190	5,370							
July		1,509	1,530		13.6		88		28.2	28.3
Aug.		1,525	1,501		13.2		91		27.5	27.9
Sep.		1,621	1,588		13.6		95		27.3	27.5
July-Sept.		4,655	4,619							
Season		21,063	21,062						27.7	27.8

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

CANNED SINGLE-STRENGTH ORANGE DRINK

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 8

NEG. ERS 1748

ECONOMIC RESEARCH SERVICE

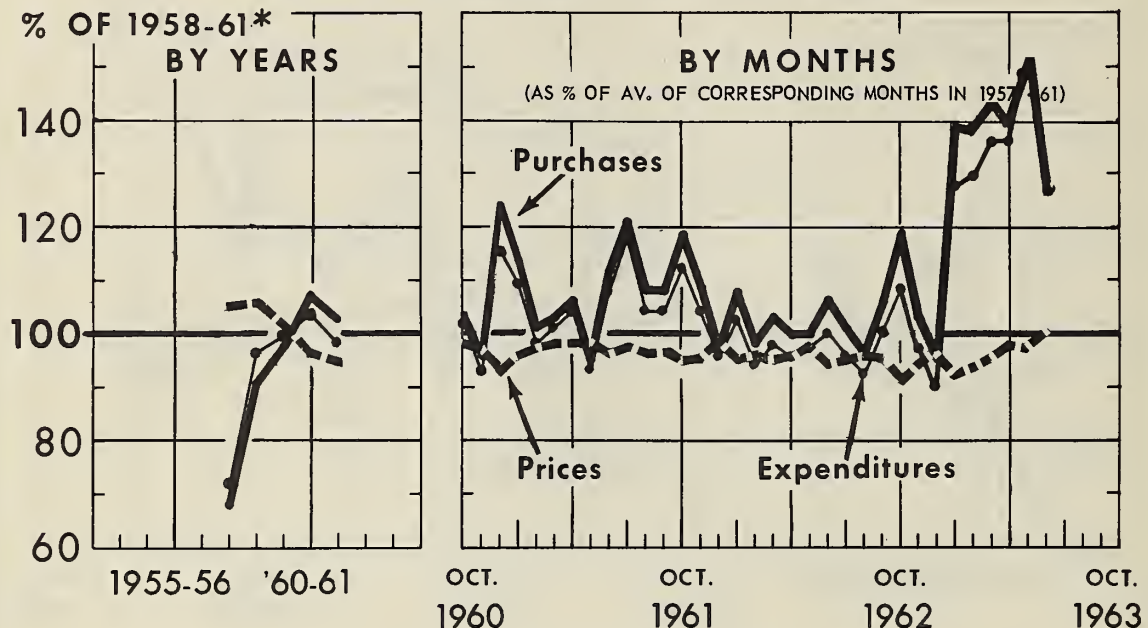
Table 8.--CANNED SINGLE-STRENGTH ORANGE DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 4-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	613	458	432	3.9	3.3	125	110	30.7	32.0	29.9
Nov.	484	400	429	3.3	2.8	117	113	31.5	32.7	30.3
Dec.	496	423	398	3.2	3.0	120	113	31.2	32.8	30.8
Oct.-Dec.	1,593	1,281	1,259							
Jan.	723	656	518	4.6	4.5	125	115	30.8	32.3	30.6
Feb.	685	579	470	4.3	3.9	125	118	31.0	32.9	31.3
Mar.	753	534	472	5.1	3.7	117	116	31.3	32.4	31.1
Jan.-Mar.	2,143	1,769	1,460							
Apr.	975	670	568	6.5	4.7	118	114	30.0	31.2	30.5
May	923	650	558	6.4	4.6	112	113	30.3	31.3	30.4
June	876	650	592	6.3	4.6	109	112	30.4	30.4	29.7
Apr.-June	2,774	1,970	1,718							
July		741	619		5.2		113		30.1	29.7
Aug.		616	541		4.5		108		30.0	29.6
Sep.		579	471		3.9		118		31.0	30.3
July-Sept.		1,936	1,631							
Season		6,956	6,068						31.5	30.3

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

CANNED S/S PINEAPPLE-GRAPEFRUIT DRINK

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 9

NEG. ERS 1749

ECONOMIC RESEARCH SERVICE

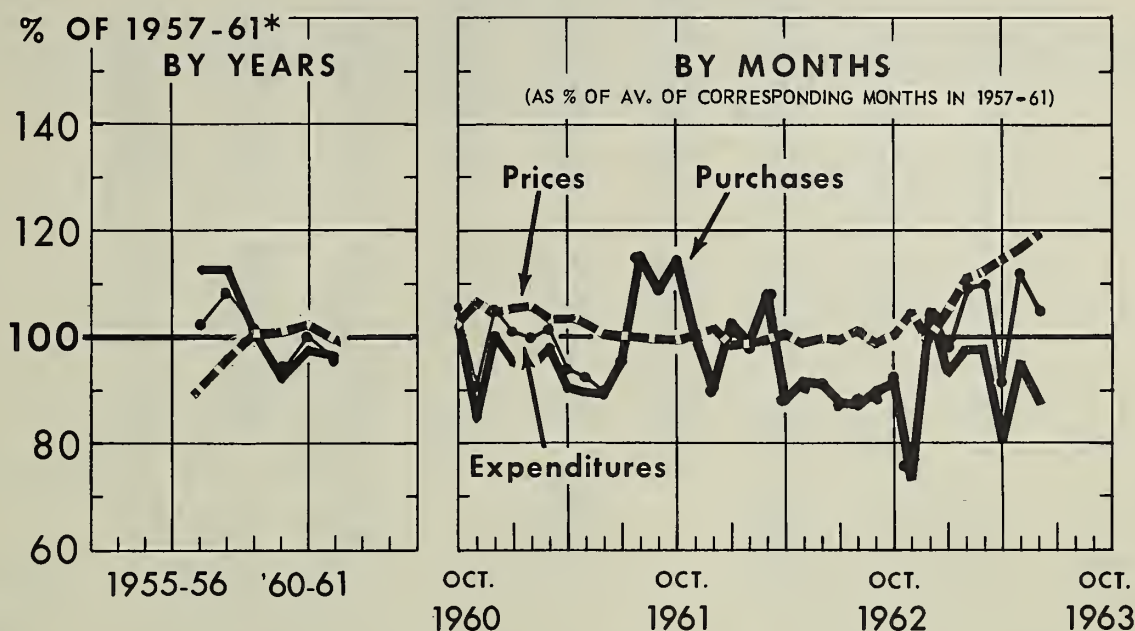
Table 9.--CANNED SINGLE STRENGTH PINEAPPLE-GRAPEFRUIT DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1958-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1958-61
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,159	1,156	976	7.5	7.9	122	117	26.5	27.5	29.0
Nov.	923	970	892	6.5	7.2	112	109	27.7	28.0	29.3
Dec.	855	875	900	5.9	6.3	115	112	27.5	28.3	28.8
Oct.-Dec.	2,937	3,001	2,768							
Jan.	1,589	1,233	1,145	9.7	7.8	129	126	26.3	27.2	28.6
Feb.	1,740	1,238	1,259	10.5	8.2	130	120	26.6	27.1	28.3
Mar.	1,746	1,255	1,218	11.0	7.7	125	129	26.9	26.8	28.2
Jan.-Mar.	5,075	3,726	3,622							
Apr.	1,606	1,153	1,154	9.7	7.5	130	122	27.7	27.0	28.2
May	1,701	1,120	1,120	10.5	7.4	128	120	27.6	27.5	28.2
June	1,485	1,249	1,176	9.5	7.6	122	130	28.2	26.4	28.0
Apr.-June	4,792	3,522	3,450							
July		1,253	1,240		8.0		124		26.4	27.8
Aug.		1,067	1,108		6.8		124		26.9	28.0
Sep.		1,077	1,017		6.9		123		27.0	28.4
July-Sept.		3,397	3,365							
Season		13,646	13,205						27.1	28.4

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

CANNED GRAPEFRUIT SECTIONS

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 10

NEG. ERS 1750

ECONOMIC RESEARCH SERVICE

Table 10.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per No. 303 can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	285	357	311	4.5	5.3	55	60	20.1	19.8	20.0
Nov.	182	251	249	3.3	3.7	49	61	21.2	20.2	20.3
Dec.	201	174	192	3.3	3.2	54	49	20.3	20.8	20.5
Oct.-Dec.	668	782	752							
Jan.	228	252	245	3.8	4.0	52	56	21.3	19.9	20.2
Feb.	223	237	239	3.8	3.7	53	56	22.5	20.0	20.2
Mar.	219	244	225	3.9	3.7	48	58	22.9	20.3	20.4
Jan.-Mar.	670	733	709							
Apr.	182	201	227	3.4	3.5	47	50	23.3	20.4	20.3
May	223	214	233	3.9	3.6	49	53	23.8	20.2	20.4
June	223	233	255	3.9	3.6	51	58	24.5	20.5	20.5
Apr.-June	628	648	715							
July		232	264		3.7		55		20.6	20.7
Aug.		221	253		3.5		56		20.7	20.4
Sep.		256	284		3.8		60		20.1	20.4
July-Sept.		709	801							
Season		2,872	2,977						20.3	20.4

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 480 ounces per case.

Table 11.--MISCELLANEOUS CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons 1/

Period 2/	Total purchases			Proportion of		Purchase per		Prices paid per		
				families buying		buying family		46-ounce can		
	1962- 1963	1961- 1962	Average 1957-61	1962- 1963	1961- 1962	1962- 1963	1961- 1962	1962- 1963	1961- 1962	Average 1957-61
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,380	1,542	1,498	15.9	17.3	68	72	35.8	36.9	---
Nov.	1,411	1,416	1,416	17.1	16.9	65	67	35.3	36.8	---
Dec.	1,437	1,416	1,417	17.0	17.2	67	66	35.2	36.8	---
Oct.-Dec.	4,228	4,374	4,331							
Jan.	1,576	1,505	1,540	17.9	17.5	69	68	35.9	36.7	---
Feb.	1,750	1,479	1,569	19.6	18.0	70	66	36.9	36.1	---
Mar.	1,812	1,465	1,622	19.8	17.5	72	67	37.4	36.1	---
Jan.-Mar.	5,138	4,449	4,731							
Apr.	1,755	1,511	1,611	19.7	17.5	70	68	37.4	36.1	---
May	1,682	1,594	1,678	19.7	18.8	67	67	37.7	34.6	---
June	1,681	1,544	1,573	19.7	18.6	67	66	38.0	35.1	---
Apr.-June	5,118	4,649	4,862							
July		1,480	1,494		17.8		66		35.0	---
Aug.		1,477	1,390		17.6		66		34.6	---
Sep.		1,357	1,355		16.6		65		34.7	---
July-Sept.		4,314	4,239							
Season		17,786	18,163						35.8	---

1/ All canned juices other than orange, grapefruit, pineapple, prune and tomato. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 12.--MISCELLANEOUS CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons 1/

Period 2/	Total purchases			Proportion of		Purchase per		Prices paid per		
				families buying		buying family		46-ounce can		
	1962- 1963	1961- 1962	Average 1959-61	1962- 1963	1961- 1962	1962- 1963	1961- 1962	1962- 1963	1961- 1962	Average 1959-61
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,532	1,487	1,449	10.9	10.9	111	109	33.9	34.0	34.7
Nov.	1,498	1,366	1,322	11.0	11.0	108	100	34.2	35.1	35.2
Dec.	1,508	1,404	1,326	11.2	10.9	106	103	34.4	35.1	35.1
Oct.-Dec.	4,538	4,257	4,097							
Jan.	1,864	1,634	1,467	13.0	12.5	113	104	33.7	34.6	34.9
Feb.	2,169	1,688	1,571	14.5	12.3	118	109	34.3	34.8	34.8
Mar.	2,204	1,812	1,609	15.0	12.1	115	119	34.0	34.6	34.8
Jan.-Mar.	6,237	5,134	4,647							
Apr.	2,494	1,885	1,764	16.8	13.7	116	109	33.3	34.5	34.6
May	2,545	2,230	2,031	16.6	14.9	120	119	33.5	33.9	33.9
June	2,674	2,124	2,166	17.9	14.6	117	115	33.3	33.7	33.8
Apr.-June	7,713	6,239	5,961							
July		2,060	2,021		14.5		112		33.2	33.4
Aug.		1,823	1,821		13.0		111		33.4	33.7
Sep.		1,727	1,709		11.9		114		33.8	33.9
July-Sept.		5,610	5,551							
Season		21,240	20,256						34.2	34.3

1/ All fruit drinks other than orange and pineapple-grapefruit. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 13.--TOTAL CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	6,565	6,540	6,732	40.7	40.5	127	130	33.2	34.5	---
Nov.	6,561	6,172	6,495	42.1	40.5	123	122	33.3	34.7	---
Dec.	6,347	6,438	6,152	41.2	41.5	122	124	33.4	34.8	---
Oct.-Dec.	19,473	19,150	19,379							
Jan.	7,538	6,956	6,931	45.5	47.8	130	116	33.4	34.5	---
Feb.	7,937	6,974	6,940	47.1	44.3	133	126	34.0	34.4	---
Mar.	8,512	6,955	7,015	47.9	43.3	140	128	34.5	34.1	---
Jan.-Mar.	23,987	20,885	20,886							
Apr.	7,640	6,666	6,875	45.7	42.3	131	125	35.1	34.1	---
May	7,442	6,745	6,817	44.9	42.6	130	126	34.8	33.6	---
June	7,053	6,349	6,454	43.6	41.8	127	120	35.4	34.1	---
Apr.-June	22,135	19,760	20,146							
July		5,896	6,013		39.5		118		34.4	---
Aug.		5,855	5,892		38.4		121		33.7	---
Sep.		5,882	5,995		38.4		121		33.8	---
July-Sept.		17,633	17,900							
Season		77,428	78,311						34.2	---

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

Table 14.--TOTAL CANNED SINGLE-STRENGTH FRUIT DRINKS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1959-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1959-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	3,304	3,101	2,858	18.9	18.7	138	133	30.7	31.3	32.0
Nov.	2,905	2,736	2,577	17.5	18.2	131	121	31.7	32.2	32.8
Dec.	2,859	2,702	2,635	17.4	17.6	130	123	31.8	32.5	32.3
Oct.-Dec.	9,068	8,539	8,070							
Jan.	4,176	3,523	3,235	22.2	21.4	148	131	30.4	31.6	31.8
Feb.	4,594	3,505	3,362	23.9	20.5	151	136	30.9	31.8	31.9
Mar.	4,703	3,601	3,408	25.5	20.0	145	143	30.9	31.6	31.7
Jan.-Mar.	13,473	10,629	10,005							
Apr.	5,075	3,708	3,558	26.4	21.3	151	138	30.9	31.6	31.7
May	5,169	4,000	3,758	26.5	22.3	153	142	31.0	31.7	31.7
June	5,035	4,023	4,027	26.4	22.5	149	142	31.3	30.9	31.3
Apr.-June	15,279	11,731	11,343							
July		4,054	4,007		22.6		142		30.5	30.8
Aug.		3,506	3,486		20.0		139		30.8	31.1
Sep.		3,383	3,233		19.1		140		31.2	31.5
July-Sept.		10,943	10,726							
Season		41,842	40,144						31.4	31.7

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

Table 15.--REFRIGERATED CITRUS SALADS AND SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date 1/

Period 2/	Orange and Grapefruit Sections				Grapefruit Sections			
	Total	Proportion	Purchases	Prices	Total	Proportion	Purchases	Prices
	Purchases	of families	per buying	paid per	Purchases	of families	per buying	paid per
		buying	family	32-oz.		buying	family	26-oz.
				jar				jar
	1,000				1,000			
	Gallons	Percent	Ounces	Cents	Gallons	Percent	Ounces	Cents
Oct.	156	1.0	38.4	63.6	14	0.1	36.3	55.5
Nov.	182	0.9	46.9	60.0	15	0.1	33.9	57.5
Dec.	142	0.8	43.0	63.1	3/	---	---	---
Oct.-Dec.	480				29			
Jan.	151	0.8	47.5	66.2	9	0.1	41.8	61.3
Feb.	151	0.8	43.4	69.1	31	0.2	43.0	58.1
Mar.	173	0.9	43.7	71.9	18	0.1	38.2	64.3
Jan.-Mar.	475				58			
Apr.	156	0.8	47.7	74.1	3/	---	---	---
May	147	0.8	45.9	77.3	3/	---	---	---
Jun.	100	0.5	48.7	77.2	3/	---	---	---
Apr.-Jun.	403							
Jul.								
Aug.								
Sep.								
Jul.-Sep.								
Season								
	Other Citrus Salads				Total Salads and Sections			
	Total	Proportion	Purchases	Prices	Total	Proportion	Purchases	
	Purchases	of families	per buying	paid per	Purchases	of families	per buying	
		buying	family	32-oz.		buying	family	
				jar				
	1,000				1,000			
	Gallons	Percent	Ounces	Cents	Gallons	Percent	Ounces	
Oct.	141	0.8	40.1	61.9	311	1.8	42.1	
Nov.	197	1.1	41.5	62.4	394	2.0	47.0	
Dec.	175	1.0	40.6	61.5	317	1.7	45.2	
Oct.-Dec.	513				1,022			
Jan.	135	0.9	34.6	62.5	295	1.7	42.4	
Feb.	116	0.7	37.5	71.4	298	1.6	45.4	
Mar.	95	0.6	36.9	72.4	286	1.6	42.5	
Jan.-Mar.	346				879			
Apr.	125	0.8	36.2	75.7	281	1.4	47.2	
May	103	0.7	36.1	75.0	250	1.4	43.2	
Jun.	70	0.5	34.8	77.3	170	1.0	44.1	
Apr.-Jun.	298				701			
Jul.								
Aug.								
Sep.								
Jul.-Sep.								
Season								

1/ These estimates, like all others in this report, are based on sample data, and are subject to sampling errors. Because of the small number of families buying refrigerated salads and sections, these estimates particularly should be used with caution.

2/ Data are for 4-week (28-day) periods to facilitate comparisons.

3/ Too few buyers to permit analysis.

Table 16.-- FRESH ORANGES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per Dozen		
	1962-1963	1959-1960	Average 1954-56	1962-1963	1959-1960	1962-1963	1959-1960	1962-1963	1959-1960	Average 1954-56
	1,000 Doz.	1,000 Doz.	1,000 Doz.	Percent	Percent	Oranges	Oranges	Cents	Cents	Cents
Oct.	12,888	22,954	28,570	15.3	25.5	18.4	21.7	62.4	52.6	44.2
Nov.	24,791	33,469	42,982	27.9	33.7	19.5	23.0	48.6	45.2	37.5
Dec.	42,444	48,925	57,708	41.5	44.4	22.4	27.4	49.4	43.4	37.9
Oct.-Dec.	80,123	105,348	129,260							
Jan.	27,332	48,506	51,049	31.8	43.0	18.8	27.5	67.3	45.9	39.9
Feb.	25,296	48,592	53,450	29.5	43.4	18.7	26.2	72.9	49.6	40.9
Mar.	20,699	42,941	50,259	25.6	40.6	17.7	25.6	74.6	51.8	43.0
Jan.-Mar.	73,327	140,039	154,758							
Apr.	18,016	35,817	48,090	22.5	36.7	17.5	22.4	77.4	53.7	44.8
May	16,790	29,927	43,252	20.8	31.8	17.6	22.8	75.3	51.3	47.4
June	13,997	21,441	31,128	17.4	23.9	17.5	20.9	68.6	54.2	47.8
Apr.-June	48,803	87,185	122,470							
July		14,214	26,665		14.8		22.0		54.6	45.4
Aug.		11,182	23,266		12.1		21.7		56.5	45.2
Sep.		12,916	22,788		13.6		21.6		54.1	46.2
July-Sept.		38,312	72,719							
Season		370,884	479,207						50.0	42.6

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

Table 17.--FRESH GRAPEFRUIT: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1962 to date with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per Dozen		
	1962-1963	1959-1960	Average 1954-56	1962-1963	1959-1960	1962-1963	1959-1960	1962-1963	1959-1960	Average 1954-56
	1,000 Doz.	1,000 Doz.	1,000 Doz.	Percent	Percent	Grape-fruit	Grape-fruit	Cents	Cents	Cents
Oct.	5,796	7,632	5,288	17.1	22.1	7.4	8.0	96.5	93.0	96.8
Nov.	10,570	10,234	10,141	24.7	25.6	9.4	9.2	87.4	86.1	82.4
Dec.	11,349	11,023	11,968	23.7	25.1	10.5	10.6	88.4	83.4	78.5
Oct.-Dec.	27,715	28,889	27,397							
Jan.	9,217	13,533	13,633	21.2	28.9	9.5	11.0	106.2	83.9	77.4
Feb.	10,191	14,486	15,882	22.6	29.5	9.9	12.0	106.8	82.6	74.3
Mar.	9,963	14,106	15,092	21.8	29.1	10.0	11.8	108.6	85.2	77.7
Jan.-Mar.	29,371	42,125	44,607							
Apr.	8,933	11,086	13,100	19.4	23.8	10.0	11.0	115.6	94.1	82.1
May	5,946	6,769	9,571	15.0	18.2	8.6	9.1	133.2	107.3	91.5
June	2,663	3,422	5,334	8.7	10.8	6.7	7.6	163.5	116.3	99.9
Apr.-June	17,542	21,277	28,005							
July		1,669	2,671		5.4		7.0		119.4	105.9
Aug.		1,221	1,514		3.7		7.4		126.8	111.4
Sep.		1,156	1,691		3.7		7.2		129.7	112.7
July-Sept.		4,046	5,876							
Season		96,337	105,885						90.5	83.0

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

Table 18.--Prices paid by consumers per 6-ounce serving of juices and canned single-strength fruit drinks, October 1961 to date 1/

Month and Year 2/	Frozen concen- trated juices:			Canned single-strength juices						Canned single-strength fruit drinks:					
	:			:			:			:			:		
	Orange	Miscel- laneous	Chilled orange juice	Orange	Grape- fruit	Pine- apple	Prune	Tomato	Miscel- laneous	Average	Orange	Pine- apple fruit	Miscel- laneous	Average	Average all juices and fruit drinks
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
<u>1961-62</u>															
October	5.0	4.8	7.5	5.7	3.7	3.6	8.2	3.5	4.8	4.5	4.2	3.6	4.4	4.1	4.7
November	5.0	4.8	7.6	5.5	3.8	3.6	8.2	3.6	4.8	4.5	4.3	3.6	4.6	4.2	4.8
December	5.0	4.8	7.7	5.6	3.7	3.7	8.2	3.6	4.8	4.5	4.3	3.7	4.6	4.2	4.8
January	4.8	4.6	7.4	5.3	3.6	3.6	8.0	3.7	4.8	4.5	4.2	3.6	4.5	4.1	4.6
February	4.5	4.7	7.2	5.2	3.6	3.7	8.2	3.6	4.7	4.5	4.3	3.5	4.5	4.2	4.6
March	4.4	4.6	7.3	5.1	3.6	3.6	8.2	3.5	4.7	4.4	4.2	3.5	4.5	4.1	4.5
April	4.1	4.6	7.1	4.9	3.6	3.6	8.3	3.7	4.7	4.4	4.1	3.5	4.5	4.1	4.4
May	4.1	4.6	6.6	4.8	3.6	3.6	8.3	3.6	4.5	4.4	4.1	3.6	4.4	4.1	4.3
June	4.1	4.5	6.4	4.7	3.5	3.6	8.2	3.7	4.6	4.4	4.0	3.4	4.4	4.0	4.3
July	4.1	4.4	6.6	4.8	3.6	3.8	8.2	3.7	4.6	4.5	3.9	3.4	4.3	4.0	4.3
August	4.1	4.6	6.8	4.7	3.5	3.8	8.2	3.6	4.5	4.4	3.9	3.5	4.4	4.0	4.3
September	4.0	4.6	6.8	4.7	3.5	3.8	8.1	3.6	4.5	4.4	4.0	3.5	4.4	4.1	4.3
Season	4.4	4.6	7.1	5.1	3.6	3.7	8.2	3.6	4.7	4.5	4.1	3.5	4.5	4.1	4.5
<u>1962-63</u>															
October	4.0	4.6	7.0	4.6	3.5	3.7	7.9	3.4	4.7	4.3	4.0	3.5	4.4	4.0	4.3
November	4.0	4.6	6.8	4.7	3.5	3.9	8.0	3.4	4.6	4.3	4.1	3.6	4.5	4.1	4.3
December	3.9	4.5	6.8	4.4	3.4	3.8	8.0	3.5	4.6	4.4	4.1	3.6	4.5	4.2	4.3
January	5.3	4.6	7.5	4.8	3.9	3.7	8.0	3.5	4.7	4.4	4.0	3.4	4.4	4.0	4.7
February	5.6	4.8	7.8	5.4	4.4	3.7	8.0	3.4	4.8	4.4	4.0	3.5	4.5	4.0	4.9
March	5.8	4.8	8.0	5.7	4.6	3.7	8.1	3.4	4.9	4.5	4.1	3.5	4.4	4.0	4.9
April	6.4	4.8	8.3	5.9	4.7	3.7	7.9	3.5	4.9	4.6	3.9	3.6	4.3	4.0	5.0
May	6.9	4.9	8.4	6.1	4.8	3.7	7.7	3.4	4.9	4.5	4.0	3.6	4.4	4.0	5.1
June	7.0	5.1	8.7	6.1	4.8	3.8	8.0	3.4	5.0	4.6	4.0	3.7	4.3	4.1	5.1
July															
August															
September															
Season															

1/ Based on prices paid per specified size of container: frozen concentrated juices, 6-ounce; chilled orange juice and prune juice, 32-ounce; all others, 46-ounce. 2/ Data are for 4-week (28 day) periods to facilitate comparisons.

Table 19.---Consumer expenditures for juices and canned single-strength fruit drinks, October 1961 to date 1/

Month and Year 2/	Frozen concen- trated juices			Chilled: orange juice			Canned single-strength juices										Canned single-strength fruit drinks				All juices & fruit drinks	
	Orange	Miscel- laneous	1,000 dollars	Orange	Grape- fruit	Pine- apple	Prune	Tomato	Miscel- laneous	Total	Orange	Pine- apple	Miscel- laneous	Total	Orange	Pine- apple	Miscel- laneous	Total	Orange	Pine- apple	Miscel- laneous	Total
1961-62	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
October	24,555	2,781	4,024	2,289	2,086	3,243	3,723	4,530	5,344	21,215	1,376	2,985	4,748	9,109	1,376	2,985	4,748	9,109	1,376	2,985	4,748	9,109
November	23,020	2,590	3,995	2,286	1,774	3,034	3,613	4,528	4,804	20,129	1,228	2,551	4,503	8,282	1,228	2,551	4,503	8,282	1,228	2,551	4,503	8,282
December	24,317	2,606	3,943	2,344	2,123	3,369	3,722	4,586	4,894	21,058	1,303	2,326	4,628	8,257	1,303	2,326	4,628	8,257	1,303	2,326	4,628	8,257
January	26,687	3,055	3,923	2,624	2,287	3,283	4,037	5,119	5,187	22,537	1,990	3,150	5,310	10,450	1,990	3,150	5,310	10,450	1,990	3,150	5,310	10,450
February	25,275	2,741	4,189	2,681	2,149	3,153	4,114	5,410	5,014	22,521	1,789	3,151	5,517	10,457	1,789	3,151	5,517	10,457	1,789	3,151	5,517	10,457
March	24,450	3,160	3,897	2,643	2,204	3,421	4,130	4,894	4,967	22,259	1,625	3,159	5,888	10,672	1,625	3,159	5,888	10,672	1,625	3,159	5,888	10,672
April	22,262	2,908	3,828	2,592	1,911	3,235	3,729	4,759	5,123	21,349	1,963	2,924	6,107	10,994	1,963	2,924	6,107	10,994	1,963	2,924	6,107	10,994
May	21,422	2,862	3,987	2,544	1,815	3,164	3,828	4,783	5,180	21,314	1,911	2,893	7,100	11,904	1,911	2,893	7,100	11,904	1,911	2,893	7,100	11,904
June	20,085	2,788	3,882	2,478	1,996	2,871	3,740	4,178	5,090	20,353	1,856	3,097	6,722	11,675	1,856	3,097	6,722	11,675	1,856	3,097	6,722	11,675
July	19,393	2,915	3,796	2,030	1,756	2,768	3,607	3,996	4,865	19,022	2,095	3,107	6,423	11,625	2,095	3,107	6,423	11,625	2,095	3,107	6,423	11,625
August	20,342	2,403	3,487	2,145	1,916	2,367	3,390	3,938	4,799	18,555	1,736	2,696	5,718	10,150	1,736	2,696	5,718	10,150	1,736	2,696	5,718	10,150
September	22,398	2,753	3,674	2,008	1,799	2,588	3,701	4,156	4,422	18,674	1,686	2,731	5,482	9,899	1,686	2,731	5,482	9,899	1,686	2,731	5,482	9,899
Season	274,206	33,562	46,625	28,664	23,816	36,516	45,334	54,877	59,779	248,986	20,558	34,770	68,146	123,474	20,558	34,770	68,146	123,474	20,558	34,770	68,146	123,474
1962-63																						
October	22,790	2,621	4,228	2,497	1,911	2,759	3,751	4,891	4,640	20,449	1,767	2,885	4,877	9,529	1,767	2,885	4,877	9,529	1,767	2,885	4,877	9,529
November	22,621	2,496	4,093	2,276	1,767	2,676	3,741	5,370	4,678	20,508	1,432	2,401	4,811	8,644	1,432	2,401	4,811	8,644	1,432	2,401	4,811	8,644
December	24,165	2,581	4,359	2,232	1,897	2,812	3,675	4,535	4,750	19,901	1,453	2,208	4,872	8,533	1,453	2,208	4,872	8,533	1,453	2,208	4,872	8,533
January	23,020	3,987	4,591	2,670	2,018	3,720	3,955	5,921	5,313	23,637	2,091	3,925	5,899	11,915	2,091	3,925	5,899	11,915	2,091	3,925	5,899	11,915
February	24,024	4,386	4,905	2,669	2,120	4,315	4,098	6,060	6,064	25,326	1,994	4,347	6,987	13,328	1,994	4,347	6,987	13,328	1,994	4,347	6,987	13,328
March	24,029	4,507	5,083	3,362	2,413	5,072	4,193	6,177	6,364	27,581	2,213	4,411	7,037	13,661	2,213	4,411	7,037	13,661	2,213	4,411	7,037	13,661
April	20,596	4,755	4,507	2,606	2,240	4,590	4,277	5,318	6,164	25,195	2,747	4,178	7,799	14,724	2,747	4,178	7,799	14,724	2,747	4,178	7,799	14,724
May	19,905	4,999	4,298	2,662	2,129	4,457	3,893	5,223	5,955	24,319	2,626	4,409	8,007	15,042	2,626	4,409	8,007	15,042	2,626	4,409	8,007	15,042
June	18,201	4,222	4,192	2,479	2,271	3,879	3,772	5,078	5,999	23,478	2,501	3,933	8,362	14,796	2,501	3,933	8,362	14,796	2,501	3,933	8,362	14,796
July																						
August																						
September																						
Season																						

1/ Based on prices paid per specified size of container: frozen concentrated juices, 6-ounce; chilled orange juice and prune juice, 32-ounce; all others, 46-ounce. 2/ Data are for 4-week (28 day) periods to facilitate comparisons.

Table 20.--Buying family expenditures for citrus fruit, juices, drinks, and other products, October 1962 to date with comparisons 1/

Year and month 2/	Canned single-strength juices																Canned single-strength fruit drinks				Fresh fruit																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
	Frozen :				Chilled :				Orange :								Pine- :				Miscel- :				All :				Orange :				Pine- :				Miscel- :				All :				Fresh oranges:				Fresh grape-fruit :				Canned grape-fruit sections :																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars

1/ Based on prices paid per specified size of can: 6-ounce for frozen orange concentrate; 32-ounce for chilled orange and prune juices; 46-ounce for other juices and drinks; 16-ounces for canned grapefruit sections; and per dozen for fresh oranges and grapefruit. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. 3/ 1959-60 for fresh oranges and grapefruit, as not available for intervening years.

Table 21.---SUMMARY: Volume and distribution of consumer purchases, percentage of families buying, and average prices paid for citrus fruit, juices, drinks and other products, June 1963 with comparisons 1/

Commodity	Total purchases			Proportion of families buying			Purchase per buying family				Average price paid	
	Volume		Share of market	June 1963		June 1962	June 1963	June 1962	June 1963	June 1962	June 1963	Unit
	June 1963	June 1962		Change	Pct.	Pct.	Pct.	No.	No.	Ozs.	Ozs.	Ozs.
FROZEN CONCENTRATED JUICES	1,000 gals.	1,000 gals.										
Orange	3,069	5,776	20.7	-47	36.2	19.2	28.4	2.1	1.9	18.1	25.0	6
Miscellaneous	975	722	6.6	+35	4.5	---	---	---	---	16.9	16.6	6
Total	4,044	6,498	27.3	-38	40.7	---	---	---	---	---	---	*
CHILLED ORANGE JUICE	2,249	2,863	3.8	-21	4.5	5.4	6.2	2.4	2.3	40.2	44.0	32
CANNED SINGLE-STRENGTH JUICES:	1,000 cases 2/	1,000 cases 2/										
Orange	564	731	3.2	-23	3.9	5.1	6.0	1.7	1.6	50.9	58.9	46
Grapefruit	659	790	3.8	-17	4.2	5.4	5.6	1.5	1.4	62.2	76.6	46
Pineapple	1,434	1,092	8.2	+31	5.8	10.7	8.6	1.4	1.4	73.4	73.0	46
Prune	659	631	3.8	+4	3.3	7.1	6.5	1.7	1.9	42.4	40.5	32
Tomato	2,056	1,561	11.7	+32	8.2	16.4	13.9	1.5	1.5	67.7	60.2	46
Miscellaneous	1,681	1,544	9.5	+9	8.1	19.7	18.6	1.8	1.7	38.1	66.8	46
Total	7,053	6,349	40.2	+11	33.5	43.6	41.8	2.4	2.2	53.9	53.4	*
CANNED SINGLE-STRENGTH FRUIT DRINKS:												
Orange	876	650	5.0	+35	3.5	6.3	4.6	1.4	1.4	76.7	79.1	46
Pineapple-grapefruit	1,485	1,249	8.5	+19	6.6	9.5	7.6	1.5	1.4	83.8	90.6	46
Miscellaneous	2,674	2,124	15.2	+26	11.2	17.9	14.6	1.8	1.7	67.1	67.0	46
Total	5,035	4,023	28.7	+25	21.3	26.4	22.5	2.1	1.9	73.0	74.9	*
TOTAL JUICES & DRINKS 3/	17,546	18,921	100.0	-7	100.0	---	---	---	---	---	---	*
CANNED GRAPEFRUIT SECTIONS	223	233	---	-4	---	3.9	3.6	1.5	1.5	34.1	38.9	16
REFRIGERATED PRODUCTS:	1,000 gals.	1,000 gals.										
Orange & grapefruit sec.	100	---	---	---	---	.5	---	1.5	---	31.7	---	32
Grapefruit sections	---	---	---	---	---	---	---	---	---	---	---	---
Other citrus salads	70	---	---	---	---	.5	---	1.4	---	26.4	---	32
Total	170	---	---	---	---	1.0	---	1.5	---	29.1	---	---
FRESH CITRUS FRUIT: 4/	1,000 doz.	1,000 doz.										
Oranges	13,997	21,441	---	-35	---	17.4	23.9	1.7	1.8	10.4	11.6	1
Grapefruit	2,663	3,422	---	-22	---	8.7	10.8	1.8	1.7	3.8	4.5	1

1/ Data are for 4-week (28-day) periods. 2/ Equivalent cases 24 No. 2 cans...432 ounces per case, except 480 ounces for grapefruit sections. 3/ Includes single-strength equivalent of frozen concentrates and case equivalent of chilled orange juice. 4/ Comparative data are for June 1960. * Per 6-ounce serving.

CONSUMER PURCHASES OF JUICES AND CANNED FRUIT DRINKS

Equivalent Single-Strength Cases of 24 No. 2's

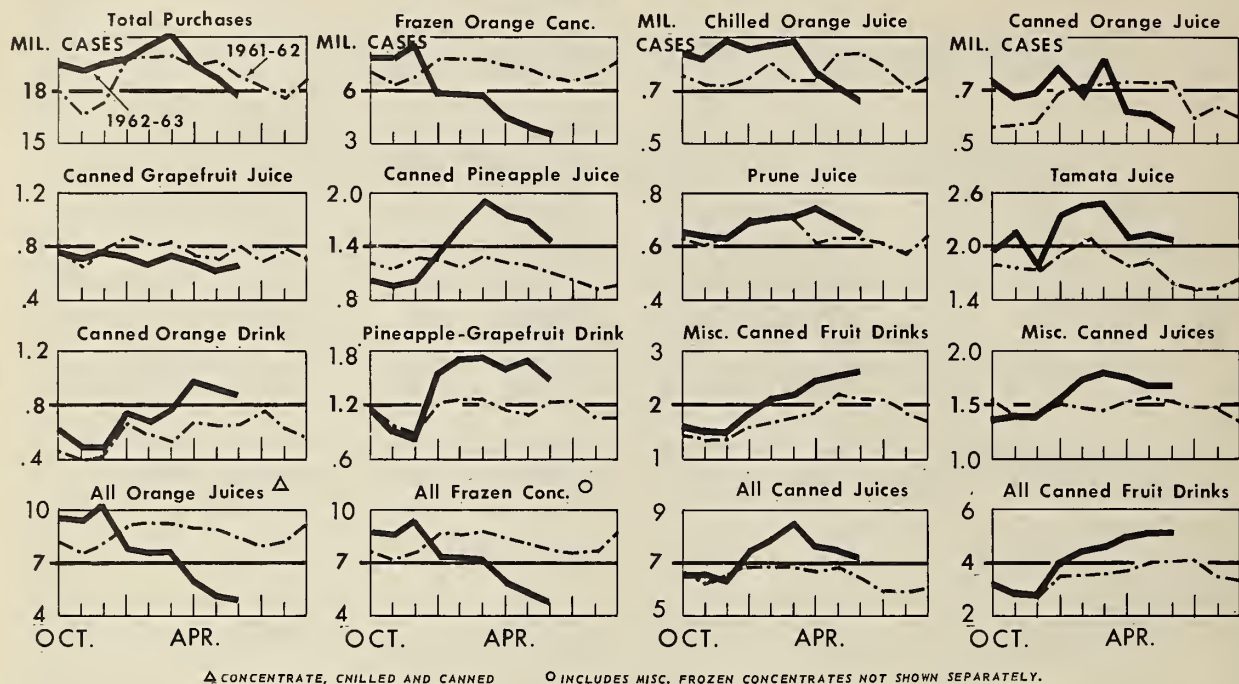


Figure 11

U. S. DEPARTMENT OF AGRICULTURE

ECONOMIC RESEARCH SERVICE

PERCENTAGE OF FAMILIES BUYING CITRUS AND OTHER PRODUCTS

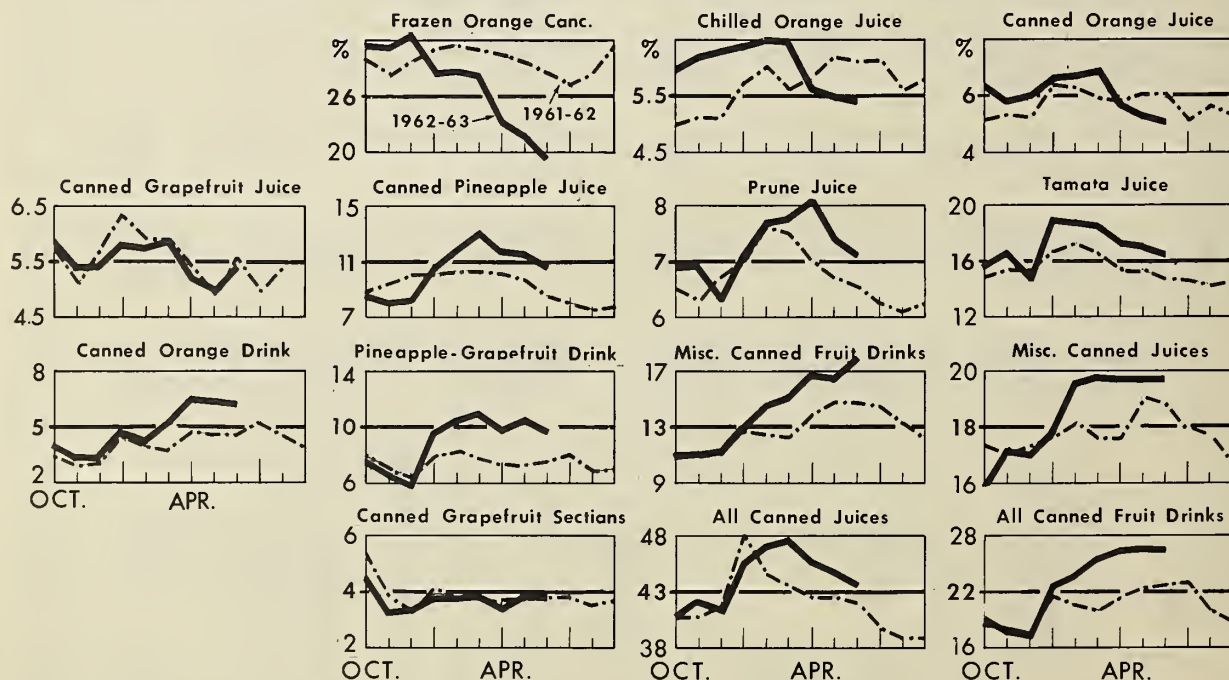


Figure 12

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ECONOMIC RESEARCH SERVICE

SHARE OF HOUSEHOLD MARKET—JUICES AND CANNED FRUIT DRINKS

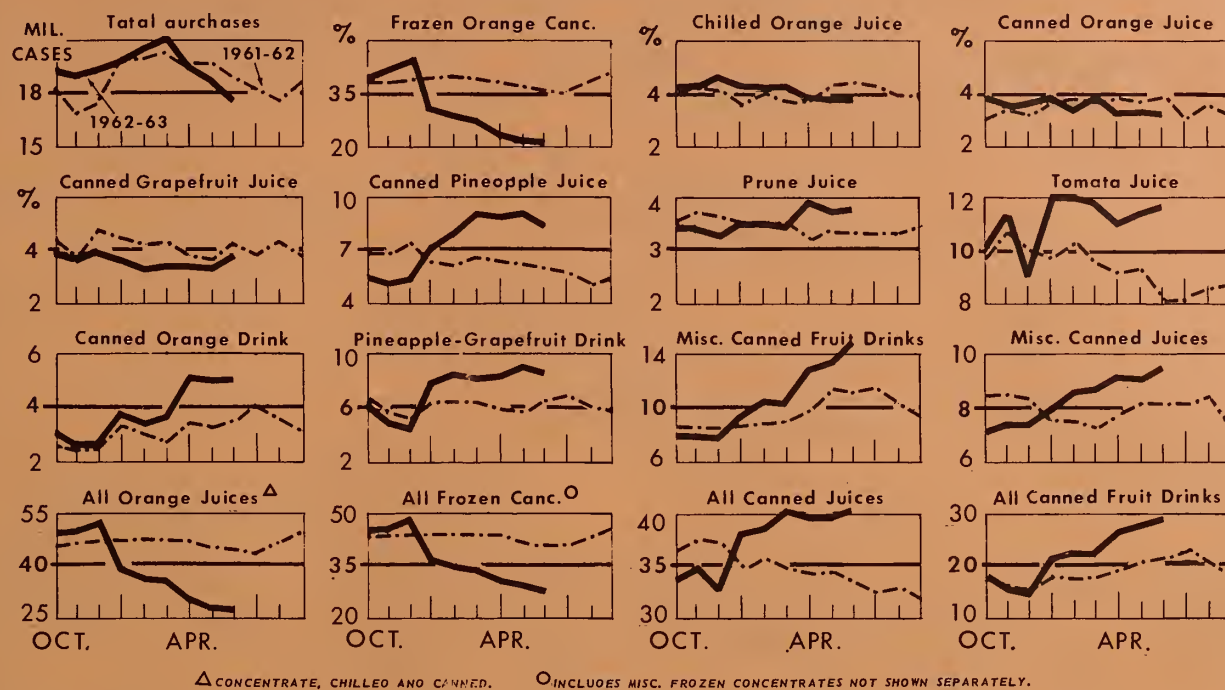


Figure 13

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ECONOMIC RESEARCH SERVICE

CONSUMER EXPENDITURES FOR JUICES AND CANNED FRUIT DRINKS BASED ON PRICES PAID FOR USUAL SIZE OF CAN

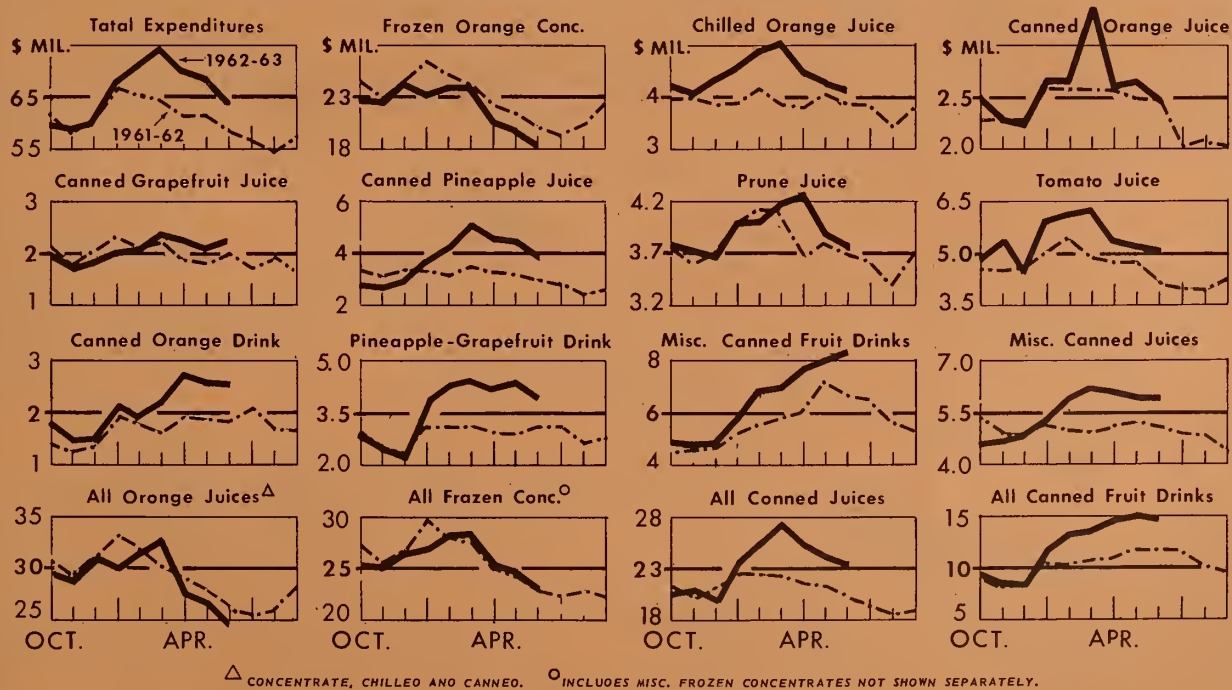


Figure 14

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